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On a Mac

- Open PDF in Preview
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- Click layout
- Choose # of pages per sheet from dropdown menu
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- Choose # of pages per sheet from dropdown menu
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Welcome and house keeping

Webinar FAQs

How to ask a question:

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Where to get the handout:

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customerservice@audiologyonline.com

Use the Q&A window

Community Events and Their Practical Benefits

Courtney Smith

Senior Manager of Audiology and Education - Unitron



Risks/Benefits

- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

Learning Outcomes

After this course, participants will be able to summarize the benefits hosting a community event for the hearing healthcare providers and the consumer.

After this course, participants will be able to identify the steps involved to plan, conduct, and execute a community event for a hearing healthcare practice.

After this course, participants will be able to discuss the importance of evaluating results to continue driving success with patient hearing aid fittings and clinic growth.



WHAT is a Community Seminar/Event?

A highly **effective** means of **attracting** new consumers and **strengthening** your relationship with existing consumers.

- Appeals to consumers as they can interact and examine products first-hand.
- Consumers can “test drive” your services



WHY host a community seminar?

- Increasing sales
- Attracting **NEW** consumers
- **Strengthening** your relationships with existing consumers
- Helping you **understand** your consumer base
- Raising the profile of your practice in the community
- Providing an opportunity to “**test-drive**” your services

Community Seminar planning guide Summary



How much are you willing to spend? Set a budget and use it to assess the profitability of your community seminar. Depending on your purpose, you may need to think of the event as a long-term investment, with the return still to come.

Preparing a timeline

Budget your time to avoid missing important details and deadlines by considering the following:

Lead times – some activities, like advertising, catering and event permits require long lead times to complete. For example, direct mail typically requires a minimum three-week lead time for postal delivery.

Work-back schedule – some tasks need to be broken down into a series of deadlines; for instance, advertising encompasses deadlines for ad copy, ad layout and submission to the publisher.

Advertising and Promotion

Effective advertising and promotion is critical to the success of your community seminar. Choose the options that best suit your target audience and budget:



Direct mail – typically involves three separate components: acquiring a mailing list, producing a direct mail marketing piece, coordinating the mailing.



Email communications – an easy and cost-effective way to revive tested-not-sold leads in your database and have ongoing touchpoints with your audience.



Social media – quickly and easily spread the word about your community seminar through posts on your clinic social media accounts and/or use paid advertising to target specific geographic areas and demographics.



Print advertisements – your local or community newspapers can be effective means of advertising because they connect you with your target markets at a reasonable price.

Templates and resources from Unitron can save you time and money in the development of your community seminar marketing. Contact your Unitron sales representative to find out what is available to you.

The first step

Before planning the details of your community seminar, you need to determine three important factors:



The **timing** of your event.



The **purpose** of your event.



How to **attract** the customers or participants who will benefit most from your event, for example:

- provide hearing loss education
- showcase new hearing technology
- leverage partnerships with other businesses

Planning your event

Once you have established a purpose and theme for your community seminar, you can begin to focus on some of the details:



How many guests do you anticipate for your community seminar? Consider typical customer traffic, your advertising budget, and whether your theme is suited for general or specific audiences.



Will your theme include special sales or pricing? Instead of price discounts, you may choose to offer promotions such as door prizes, two-for-one deals, or giveaways to the first few arrivals. Don't forget to include the value of the promotion in your budget.



Will you serve food or beverages? While refreshments are crowd pleasers, you need to consider available space, extra equipment (table, coffee warmer, etc.), and functionality.



What will the day of your event look like? Prepare an itinerary to ensure you are planning for everything you need that day.

The first step

Before planning the details of your community event, you need to determine three important factors:

The **timing** of your event

The **purpose** of your event

How to **attract** the consumers who will benefit most from your event, for example:

- provide hearing loss education
- showcase new hearing technology
- leverage partnerships with other businesses

Planning your event

Once the purpose & theme is in place, you can focus on details:

How many guests
do you anticipate
for your community
seminar?

Will your theme
include special sales
or pricing?

Will you serve food
or beverages?

What will the day of
your event look
like?

How much are you
willing to spend?

Preparing a timeline

Budget your time to avoid missing important details and deadlines:

Lead times –

Some activities like advertising and catering require long lead times to complete
e.g. direct mail typically requires a minimum of 3-week lead time for postal delivery

Work-back schedule –

Some tasks need to be broken down into series of deadlines
e.g. advertising encompasses deadlines for ad copy, layout and submission

Advertising and Promotion

Effective advertising is critical. Choose options that best suit your target audience and budget



DIRECT MAIL



EMAIL COMMUNICATION



SOCIAL MEDIA



PRINT ADVERTISEMENTS

WHERE to have the community seminar/event?



Consider budget, target audience, schedules, timing of event etc..

- Clinic office space (Open House format)
- Restaurant (separate room)
- Local YMCA, community center

Be Creative

Logistics

u

Equipment &
rentals

Staff

Speaking notes

Visitor comfort

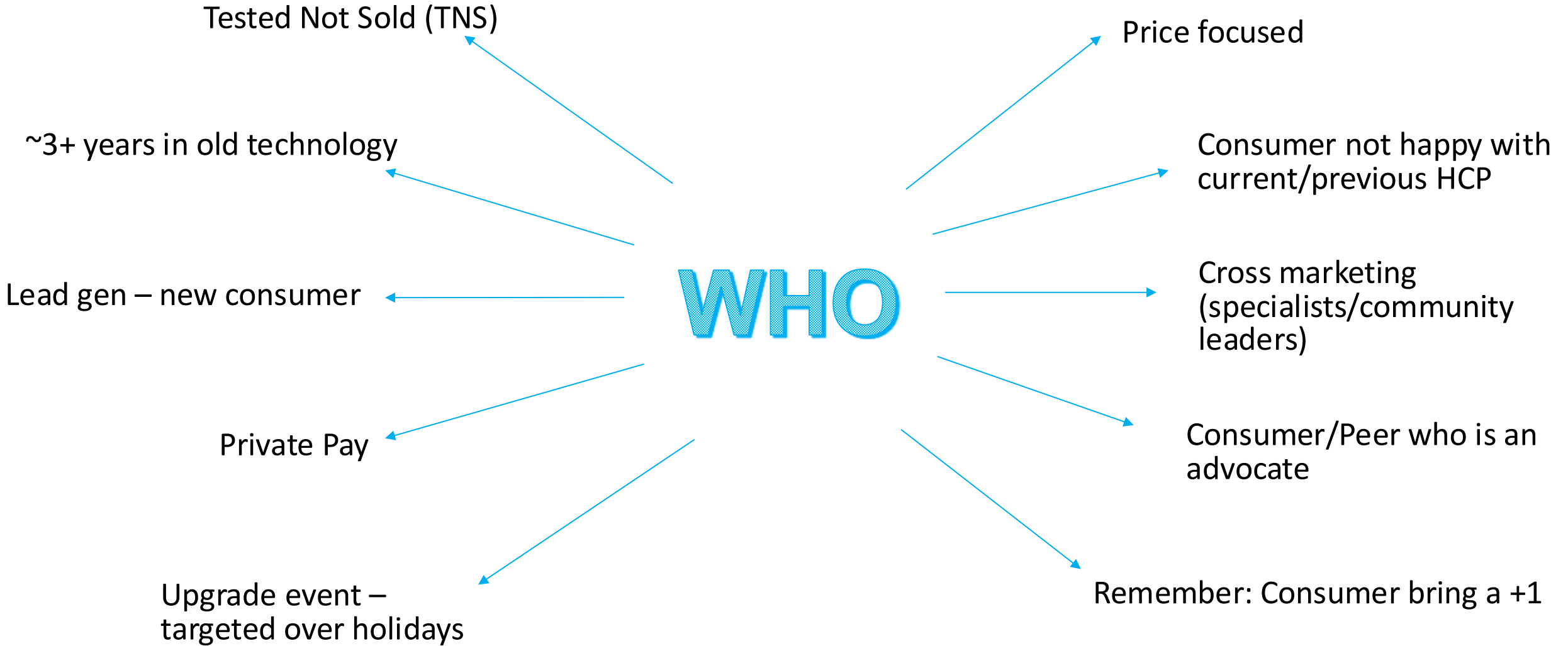
Common
questions

Troubleshooting

Community seminar checklist

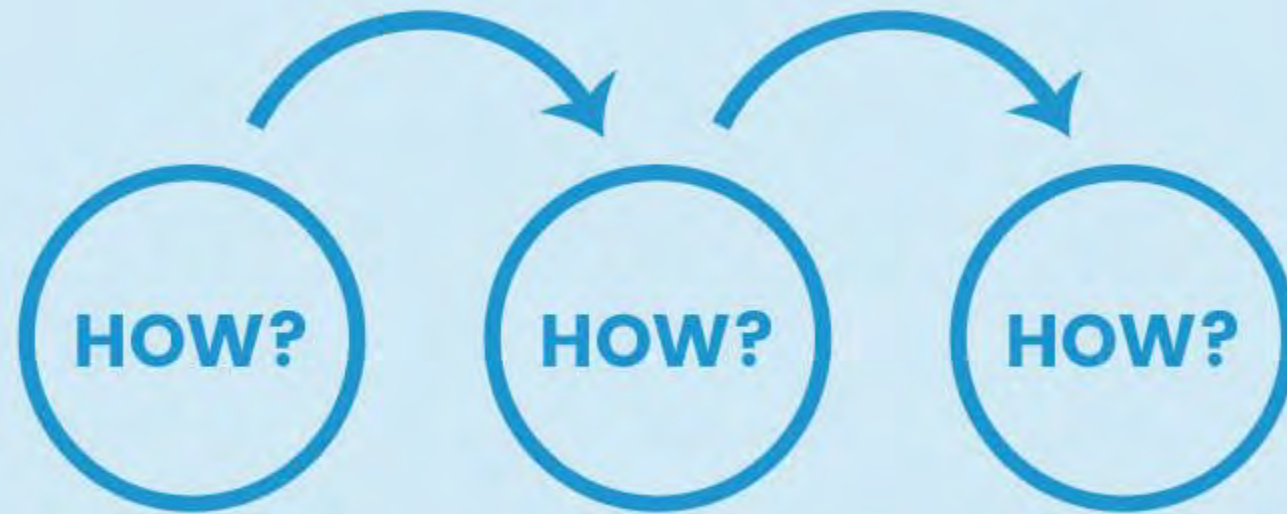
- ☐ Establish your purpose/objective
 - ☐ Set the date, time and location for your community seminar
 - ☐ Estimate your number of guests
 - ☐ Draft an itinerary
 - ☐ Set a budget
 - ☐ Consider offering an event promotion, special pricing
 - ☐ Coordinate food and beverage
 - ☐ Develop an advertising and promotion strategy – contact your Unitron representative for resources and support
 - ☐ Rent supplies and equipment
 - ☐ Prepare speaking notes and answers to common questions
 - ☐ Book staff and assign responsibilities
 - ☐ Consider any special needs for visitor comfort
 - ☐ Brainstorm troubleshooting scenarios
-





Evaluating results

1. Did you achieve your objective?
2. Return on investment (ROI)?
3. Evaluating your marketing information:
 - a) Observation
 - b) Comment card
 - c) Follow-up
 - d) Mailing list



**Consult with your sales
Account Representative**

Community seminar planning guide

unitron Love the experience

A Sonova brand

Community Seminar planning guide Summary

Why host a community seminar?

Hosting a community seminar is a practical and highly effective means of:

- attracting new customers
- strengthening your relationship with existing clients
- increasing sales
- helping you understand your client base
- raising the profile of your practice in the community
- providing an opportunity to "test drive" your services

The first step

Before planning the details of your community seminar, you need to determine three important factors:

 The **timing** of your event

 The **purpose** of your event

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 **Will you serve food or beverages?** While refreshments are crowd pleasers, you need to consider available space, extra equipment (table, coffee warmer, etc.), and functionality.

 **What will the day of your event look like?** Prepare an itinerary to ensure you are planning for everything you need that day.

 **How much are you willing to spend?** Set a budget and use it to assess the profitability of your community seminar. Depending on your purpose, you may need to think of the event as a long-term investment, with the return still to come.

Preparing a timeline

Budget your time to avoid considering the following:

Lead times – some activities require long lead times, typically requires a minimum of 4-6 weeks.

Work-back schedule – a series of deadlines, for instance for ad copy, ad layout and design.

Advertising and Promotion

Effective advertising and promotion for your community seminar. Choose your audience and budget:

 **Direct mail** – typically involves acquiring a mailing list, creating a mailing piece, coordinating the mailing.

 **Email communication** – use email to revive tested and ongoing touchpoints.

 **Social media** – use your community seminar media accounts and geographic areas.

 **Print advertisements** – can be effective in reaching you with your target audience.

Templates and resources and money in the development of marketing. Contact your sales representative to find out what is available to you.

Logistics

Often it's the little things that can mean the difference between hosting an event that is orderly and engaging, and one that is disorganized and unprofessional. The logistical details you'll need to plan for may include:

Equipment and rentals – screen, projector, sound system, podium, tables, or extra chairs; have items delivered the day before so you have time to set up and test the equipment.

Speaking notes – if you will be speaking at your event, you should prepare speaking notes and rehearse what you will say.

Staff – it is better to over-staff than under-staff an event; if your guests become frustrated because they can't find help, they may leave and not come back.

Visitor comfort – have you anticipated the special needs of your visitors? e.g. parking availability, washrooms, wheelchair accessibility, room temperature.

Common questions – anticipate the questions your visitors may ask and be prepared with answers; their questions might include:

- How much will hearing aids cost? Why are they so expensive?
- What brands do you recommend?
- Does my insurance cover hearing aids?
- What kind of warranty do they have?
- How do I know which hearing aid is best for me?
- How much are accessories?

Troubleshooting – brainstorm any problems that may arise and how you will deal with them.

Evaluating results

Evaluating what you have gained from a community seminar is an important part of the process.

1. **Did you achieve your objective?** You identified some preliminary ideas about how you would measure the success of your event. What were they? Have they changed as a result of your planning? Did you see the results you expected from your event?
2. **Return on investment (ROI):** Once the event is over, you'll need to calculate your actual expenses to find out if you stayed within your budget and to verify your total investment. In the weeks or even months that follow, continue to observe the outcomes of your community seminar. These might be qualitative metrics like an increase in fittings, trials or sales, or "soft metrics" like brand awareness. Keep in mind that some of your success criteria might take time to develop.

3. **Evaluating your marketing information:** The customer knowledge you gain from your event is critical to the success of subsequent marketing activities. There are several ways to record and use customer information:

- **Observation** – make notes about comments, behaviors, and preferences that you observe during your community seminar
- **Comment cards** – use brief, easy-to-complete comment cards to gather visitor feedback
- **Follow-up** – contact guests by email, telephone or mail to receive additional feedback on your community seminar and to give hesitant buyers a final push to try your product
- **Mailing list** – use your registration records, guest sign-in book and comment cards to create a mailing list of potential customers or to add to an existing client list

Community seminar checklist

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- ☐ Brainstorm troubleshooting scenarios

Do you have any questions, or need assistance planning and hosting your community seminar? Contact your Unitron sales representative. We're here to help.

Love the experience.

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WHEN to host a community seminar/event?

Simple answer: Any time of the year!

JANUARY	Winter blues – don't be a fool
FEBRUARY	The gift of hearing for a LOVED one (V-Day)
MARCH	Spring into action, hear with satisfaction/test-drive is the new attraction
APRIL	National Humor Month – You can't fall for "what?"
MAY	National Speech-Language-Hearing Month
JUNE	Graduation season
JULY	Summer fun
AUGUST	Family Fun Month
SEPTEMBER	Grandparents Day
OCTOBER	Better Hearing Month
NOVEMBER	Hear for The Holidays
DECEMBER	Hear for the Holidays



BENEFITS of CONTINUOUS marketing events

PEERS Say:

Repeat events =
repeat revenue that
you can count on

Consistency has
impacted brand
recognition in my
communities. Gives me
competitive advantage

Increased
touchpoint with
database mailer
keeps clinic top of
mind

Unitron Success with Community Events

Community Events at Unitron



**Plan your next event with
Unitron!**



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