



 | Aveda Education

Ambassador Eventing Guide



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INTRODUCTION TO EVENTING

With more and more consumers shopping online, it's important to provide an amazing experience guests can only receive by visiting your salon in person - an experience that will bring them back for both retail shopping and technical services. To help you create these experiences, we developed this document to guide you through the process of executing an amazing event.



WHAT IS AN IN-SALON EVENT?

An event is an experience guests can only receive by visiting the salon in person. It is the epitome of high-touch service and a great way to build a deeper relationship with the guest and increase sales.

HOW DO I EXECUTE AN EVENT?

This guide will provide step by step actions and materials to help you plan and execute successful events.

WHAT ARE MY GOALS?

Goals fluxuate. You should clarify the following with your owner for each season. You will also receive goals and contests at quarterly round tables

WHAT DOES AN EVENT LOOK LIKE?

All events should have this general flow:

1. Welcome
2. Wellness
3. Consultation
4. Experience
5. Closing

WHAT DOES A SUCCESSFUL EVENT DO?

- Generate sales and bookings
- Educate guests
- Increase brand awareness and loyalty
- Build a relationship with guests and your broader community
- Allow guests to touch, smell and experience products

Event Checklist



This checklist will help you plan and execute your event by providing the actions and timings needed from planning through followup. Store managers can also use this to include event plans in their Monthly Business Planner.

Four Weeks Before the Event

Use your monthly planner to note event theme(s) for the month

Utilize any applicable marketing supplies to drive interest

Pull guest list(s) from salon database - based on which demographics you are targeting

Personally call, email or text guests that would be interested in the event to invite them using one of the provided event call scripts. (Confirm all guest information)

Plan for event time staffing

Leverage social media presence

Seven Days Before the Event

Send first reminder to registered guests about event day and time

Audit Event Kit to be sure all supplies and testers are ready

Prepare Thank You gifts, Event Samples as needed

Set aside time on your schedule to do a dry run

Three Days Before the Event

Final Confirmation Calls/Texts

One Day Before the Event

Prepare event area with supplies

Ensure all needed technology is charged and working

Confirm schedules and goals with team

24-48 hours After the Event

Call guests who were unable to attend the event to schedule an alternative date for consultation and experience

Follow with guests who did not purchase at the event to close the sale

Send recap with sales results to Manager / Owner / SDP



Event Options

Aveda will generally provide you with a completed event template to follow, but there may be times when you want to create your own custom event.

The event structure is created by selecting activities in each of the following three sections: Wellness, Consultation, and Experience. These three elements combined with a Welcome and Closing create the full event. When you have built a successful event, these sections flow seamlessly and your guest won't even know.

Each activity is a bite sized amount of content that is strung together to make up the event from start to finish. This is the part the guest sees and experiences. You want the activities to be relevant to your insight and the target guest. They also need to fit into the time and staffing you have determined.

The Aveda Event Template is a great tool to help you organize your ideas!



Wellness Ideas

DIAPHRAGMATIC BREATHING

Benefit: Centers and calms the mind and body

Supplies: N/A

Instructions: Instruct the participants to sit comfortably, and share that you are going to lead them through a deep breathing exercise that will help center and calm the mind and body. Share the following script: “Place one hand on the diaphragm. Inhale deeply and fully expand the diaphragm for 8 seconds. Then exhale slowly for 16 counts. This is one complete cycle. Repeat the cycle 10 times.” Debrief the activity by asking a few participants to share their observations.

4-7-8 BREATH

Benefit: Helps relieve feelings of anxiety, tension and stress

Supplies: Stress-Fix Composition Oil™ (or other stress-relieving aroma of your choice)

Instructions: Instruct the participants to place a few drops of aroma in their hands. Then lead the participants through the exercise with the following script: “Sit comfortably in your chair with both feet on the floor and your hands resting in your lap. Close your eyes and bring awareness to your breath. Notice how you are breathing without trying to change or alter it. Bring your hands up to your nose and experience the aroma. Take a minute to notice how you feel mentally, physically and emotionally. Now move into deeper diaphragmatic breathing. On the inhale, expand the belly, and on the exhale, contract the belly toward the spine. On the next inhale, mentally count to 4, hold for a count of 7 and exhale slowly and evenly for a count of 8. Repeat the 4-7-8 breath 5 times. Then allow your breath to relax and return to normal. Take a minute to notice how you feel mentally, physically and emotionally. Do you notice any changes from how you felt earlier? Slowly open your eyes and return to your surroundings.” Debrief the exercise by asking a few participants to share their observations and encourage them to practice the 4-7-8 breath in moments of anxiety, tension or stress.

212: THE EXTRA DEGREE

Benefit: Inspires action and learning

Supplies: 212: The Extra Degree Video (available on YouTube) <https://www.youtube.com/watch?v=8rE6TFedOiE>

Instructions: Show the video and ask a few participants to share their observations. Challenge the participants to think of one area of their life where they could try one degree harder and achieve great results.





LISTENING MEDITATION VIDEO

Benefit: Energizes the mind and body

Supplies: Listening Meditation Video (available on Vimeo) <https://vimeo.com/39911802>

Instructions: Show the video, and ask a few participants to share their observations. Challenge them to spend more time listening and living in the moment every day.

POWER OF ENERGY

Benefit: Demonstrates the power of energy and importance of staying energized daily

Supplies: N/A

Instructions: Ask the participants to think about someone they know who exudes energy—the kind of person who walks into a room and shifts the entire mood (good or bad). Give the group a few minutes to think about why the person's energy is so attractive. Debrief by asking the following questions: • Is this person's energy more internally or externally focused? • Are they confident and funny? Do they “dance” into a room? • How do they make you feel? • With a show of hands, how many of you chose a person who makes you feel more energized? Ask the participants what an exchange of energy between two people would look and feel like. Then instruct the participants to stand in a circle, vigorously rub their hands together and then place their right hand down and their left hand up, placing their hands as close as needed to the person next to them until they feel the energy. Next, facilitate a brainstorm of things the participants currently do or can do to stay energized on a daily basis. Conclude by asking the participants to choose one thing from the list they will do each day to enhance their positive energy.

CHAKRA MEDITATION

Benefit: Centers and balances the mind and body

Supplies: • Chakra™ Balancing Body Mists (1–6) • Mister Chakra Website <http://www.misterchakra.com/>

Instructions: Guide the participants through an Aroma Sensory Journey Ritual using Chakra™ Balancing Body Mists (1–6), and play a meditation of your choice from the Mister Chakra website for the group. Remind the participants of the wellness resources available on the Mister Chakra website, and encourage them to re-introduce guests to the Chakra™ Balancing Body Mists and guide them through the same practice. Debrief the activity by asking a few participants to share their observations.

STRETCH YOUR MIND AND BODY

Benefit: Centers the mind and body

Supplies: N/A

Instructions: Instruct the participants to stand, keep their eyes open and stretch one arm out in front of them with a pointed index finger. Instruct them to swing their arm across their body as far as possible and make a mental note of what they are pointing at. Next, instruct the participants to massage their ears from the lobes to the tops. With their eyes closed, instruct them to stretch out their arm and try to swing their arm across their body as far as possible again. Instruct them to open their eyes and notice what they are pointing to (they should be pointing further than the first time). Share that the ears have many nerve endings that allow you to expand your body and mind. Debrief the activity by asking a few participants to share their observations.



Experience Ideas

AROMA SENSORY JOURNEY

Supplies Needed:

- Aveda Aroma Products
- Aroma Blotters
- Pen (to mark aroma blotters)
- Coffee Beans (whole, unflavored)

STRESS RELIEVING HAND / ARM

Supplies Needed:

Aveda Skin/Body Care Product
(appropriate for the hand / arm)

STRESS RELIEVING NECK & SHOULDERS

Supplies Needed:

Aveda Skin/Body Care Product
(appropriate for the neck
and shoulders)

- Cotton Balls (if applicable)

STRESS RELIEVING SCALP & SHOULDERS

Supplies Needed:

Aveda Skin/Body Care Product
(appropriate for the scalp
and shoulders)

FINISHING TOUCH

Supplies Needed:

Essential Oils + Base

- Aveda Makeup Products
- Sponges
- Cotton Pads
- Wooden Spatulas
- Disposable Makeup Applicators
- Facial Tissues



Announce the Event



After you've built out your event, it is time to invite the guests. In this step, you contact guests that meet your goals for the event or represent the demographic you are trying to reach.

LEVERAGE EXISTING GUESTS

- Personally call and invite guests that would be interested in the event
- Email the event invitation using the event email template
- Have front desk staff invite those booking or checking in for an appointment

RECRUIT NEW GUESTS

- Invite guests to the event as they visit your location verbally or by distributing bounce back postcards.
- Drop off bounce back cards to neighboring businesses. When distributing with neighboring businesses, invite their team to attend and ask if they would hand out invitations to their guests or post them at their cash wrap.
- Have a reservation sheet available for guest who want more information and/or who want to attend. Make sure to include space for guests to provide important information (e.g. name, phone number, email address).

CAPITALIZE ON COMMUNITY OUTREACH

- Leverage your community outreach partners. Invite them to distribute the invitation through their communication channels and marketing.
- Ask other businesses and partner to advertise your event.





Invite Scripts



INVITING A GUEST RETAIL SHOPPING IN-SALON

Meet guest's primary need for visiting. If you establish an interest in your event topic, use the following script after meeting guest's reason for visiting.

"I'm so glad you stopped in today! I hope you enjoy your (product purchased). And, before you go, there's one more thing I want to make sure you know about! Because you mentioned (event topic), I want to invite you to attend our upcoming event on (date) which will teach you how to (highlight event topics). The event will be hosted right here in the salon. We will evaluate your (skin / hair) needs, enjoy an Aveda experience plus demonstrate some easy self care techniques for your at home wellness. I'd love to reserve a spot for you while you're here and get you registered for this exclusive event. How does that sound?"

Guest says YES: Get guest information and register in the moment. Gives guest event flyer or invite with event information and encourage guest to invite a friend. "You're all set! I'm excited for you to attend – I know you will love the information shared by our experts! You will be receiving an event reminder about two weeks before the event and again a few days prior.

Guest says NOT TODAY: Give the guest event flyer with event information to call to register later. "I'm going to send you home with an invitation to the event, should you find you have time to join please give us a call – I think you will love the information shared by our experts!

INVITING A GUEST FROM A CALL LIST

"Hello (Guest Name),

This is (Name), from (Salon). How are you today?" (Allow guest to respond.) "I'm calling today because we have an exciting event coming up that I thought you'd enjoy! Because I know you love (insert product name), I wanted to make sure you were invited to our (Event Name) on (date). The event will be hosted right here in the salon. We will evaluate your (skin / hair) needs, enjoy an Aveda experience plus demonstrate some easy self care techniques for your at home wellness. I'd love to reserve a spot for you! The event is on (date), from (time). Would you like me to reserve your spot?"

Guest says YES: Get guest information and register in the moment. "You're all set! I'm excited for you to attend – I know you will love the information shared by our experts! You will be receiving an event reminder about two weeks before the event and again a few days prior.



Guest says NOT THIS TIME: “Don’t worry – we are going to have many exciting events over the next few months, and I will make sure you are invited!”

INVITING A GUEST THAT IS NOT AVAILABLE – LEAVING A VOICEMAIL

“Hello (Guest Name),

This is (Name), from (Salon Name). I’m calling today because we have an exciting event coming up that I thought you’d enjoy! Because I know you love (insert product name), I wanted to make sure you were invited to our (Event Name) on (date).

The event will be hosted right here in the salon. We will evaluate your (skin / hair) needs, enjoy an Aveda experience plus demonstrate some easy self care techniques for your at home wellness. I’d love to reserve a spot for you! The event is on (date), from (time). Please feel free to call me back at the (Salon Name). Again, my name is (Name) and you can reach me at (Phone Number).

Thank you so much – I look forward to hearing from you! Have a wonderful day.”

INVITING A GUEST VIA EMAIL

“Hello (Guest Name),

This is (Name), from (Salon Name). I wanted to let you know about an exciting event coming up that I thought you’d enjoy! Because I know you love (insert product name), I wanted to make sure you were invited to our (Event Name) on (date).

The event will be hosted right here in the salon. We will evaluate your (skin / hair) needs, enjoy an Aveda experience plus demonstrate some easy self care techniques for your at home wellness. I’d love to reserve a spot for you! The event is on (date), from (time). Please feel free to call me back at (salon Name). Again, my name is (Name) and you can reach me at (Phone Number).

Thank you so much – I look forward to hearing from you! Have a wonderful day.”





INVITING A GUEST VIA TEXT

“Hello (Guest Name),

This is (Name), from (Store Name). We have an exciting event coming up for our VIP guests that I thought you’d enjoy!

Who: VIP guests

When: Insert Date

Event Details: The event will be hosted right here in the salon. We will evaluate your (skin / hair) needs, enjoy an Aveda experience plus demonstrate some easy self care techniques for your at home wellness.

What you’ll get:

- Include if there is a points offer
- Include if there is a points offer
- Surprise offers for a friend

Text back YES or NO by (insert date) to confirm your spot for this live event.

PRE-EVENT CONFIRMATION CALL VIA PHONE OR TEXT

“Hello (Guest Name),

This is (Name), from (Salon Name) to provide you a friendly reminder about our in-store event. I have you registered for on (insert date) at (local time they are registered). I am really looking forward to having you join us for this wonderful VIP experience!

Do you have any questions?

OR

Please feel free to call me at (salon phone number) if you have any questions prior to the event.

POST-EVENT FOLLOW UP FOR GUEST WHO DID NOT ATTEND

“Hello (Guest Name),

This is (Name), from (Salon Name) to follow-up on our recent in-salon event. I saw that you were not able to attend the event – there was a lot of great information shared, and I wanted to give you a personal call to set up a 1-on-1 virtual consultation with you.

Is there a time that works best for you?”

(Schedule live or virtual consultation with guest for future OR perform in the moment, as desired by guest.)

OR

Please feel free to give me a call back at (Salon Name). Again, my name is (Name) and you can reach me at (Salon Phone Number). I look forward to hearing from you – have a wonderful day!”



Evaluate the Event



Following the event, it's easy to move on to the next thing. But it's important to reflect on the event so you know how to make the next one even better. In this step, you complete the back side of the Aveda Event Template. The page includes two sections, Event Recap and Event Numbers.

AVEDA EVENT TEMPLATE

Evaluate Your Event

AVEDA EDUCATION

EVENT RECAP

What worked? What aspects of the event did guests really enjoy?

What didn't work? What aspects of the event did guests not enjoy?

What other feedback did you get from guests or event partners during the event?

What improvements would you make next time?

Would you host this event again?

If you were to host this event for a different target guest, what would you do differently?

Did guests have any requests or ideas for future events?

EVENT NUMBERS

of attendees:

Total sales:

Additional metrics per event:

of new guests:

AST/RPCT:

The Event Recap asks you to briefly describe the celebrations and challenges of the event, any feedback you received during the event and what improvements you would make next time.

The Event Numbers asks for specific metrics, including number of attendees, number of new guests, total sales, average sales ticket or retail per client ticket and any additional metrics you determined you wanted to evaluate for the event.

Finally, consider the following best practices after evaluating the event:

- Send thank-you notes to participants (email or handwritten).
- Ask guests to post pictures or videos of the event on social media and use #avedaevents.

