

Event Marketing With Advisors Assistant®

Advisors Assistant can be used to implement and track event or seminar marketing programs by performing the following functions:

- ✓ Record all the events/seminars held and the producer responsible for holding them
- ✓ Enter prospects who sign up for the event
- ✓ Write a series of pre-event letters using Advisors Assistant's link to Word
- ✓ Track the source of each signup
- ✓ Create call lists to remind signups of the event
- ✓ Change the category of prospects from Signup to Attendee for those signups who attend
- ✓ Write post event letters to attendees
- ✓ Record areas of interest for attendees who complete the event or seminar form for marketing of future events and products
- ✓ Contact non-attendees about future events
- ✓ Change the category of an attendee to a client when business is written
- ✓ Use Advisors Assistant to market future events and products to the established client

Tracking Events with Advisors Assistant

Advisors Assistant can be a powerful tool in tracking the event and seminar process. The steps outlined in this document focus mainly on events held to gain prospects, such as seminars. But the same steps can be used for tracking client appreciation events.

If the goal is to only market to each person once, Advisors Assistant will only make the process more efficient. If the goal is to build a database of signups, attendees, and clients, then Advisors Assistant can put enormous marketing power at your fingertips.

This document gives an overview of how you would track events in Advisors Assistant. For details of how to perform the different steps referenced here, please refer to the Advisors Assistant Help. Not described here is the process of reading mailing lists into Advisors Assistant, printing letters and envelopes, and adding teasers to envelopes that will encourage them to be opened. This will cause mailings to pull more replies than just putting labels on envelopes.

Recording The Event

The event is entered into Advisors Assistant as a name with a Type of Name equal to Event or Seminar. The event is entered as an “organization” vs. an “individual.”

The screenshot displays the 'View Client With FlexFields' window. The main title is 'Planning Your Retirement 8-15-07' with a 'Types: Seminar' label. The record is categorized as a 'Group'. Key fields include: Industry, Contact, Established: 8/15/2007, Profits: \$0, Age / Near: 0 / 1, Assets: \$0, Fiscal Yr End, Employees: 0, and Producer: Moneymaker, Chris. The 'Business Address' section lists the addressee as Jane Smith (Jane), Business: Holiday Inn, Job Title: Catering Manager, and Address 1: 6784 Main St., Pismo Beach, CA 93449. The 'Business Phone' section shows a primary phone number of (805) 773-9632. A 'Perspectives: FlexFields' section provides financial data: Cost of Seminar: 1500.00, Cost/Attendee: 42.86, Total Signups: 50, and Total Attendees: 35. The interface includes a toolbar with icons for Add, Modify, Delete, Report, Word, Excel, Dial, and Help, and a bottom navigation bar with tabs for Investments, Insurance, New Biz, Notes, Markets, Links, Group, Files, FlexFields, Pages, and Events.

Seminar Record Set Up

The View Screen above shows how a seminar record provides convenient information to refer to for address and phone information. You can use FlexFields to

record additional information about the seminar or event, and you can use the addresses and phone numbers to store the contact people that are helping to set up the seminar or event.

Entering Signups

The screenshot shows a software interface for managing client information. The main window is titled "View Client With Markets And Interests". The client's name is "Stephen Meyers" and his type is "Seminar Signup". The interface is divided into several sections:

- Personal Information:** Occupation, Spouse, Birthdate, Age / Near, Anniversary, Drv License, Producer (Moneymaker, Chris), Total Income (\$0), Net Worth (\$0), Dependents (0), and Jurisdiction (Unknown).
- Home Address:** Address 1: 987 Maple St., Address 2, Address 3, City, State: San Luis Obispo, CA 93405.
- Home Phone:** Phone: (805) 654-9632, Fax.
- Tools:** A row of icons for Add, Modify, Delete, Report, Word, Excel, Dial, and Help.
- Perspectives:** A dropdown menu currently set to "Markets".
- Table:** A table with columns "Market or Area of Interest", "Follow-Up", "Who Changed", and "Last Changed". One entry is visible: "Tribune ad starting 07/15/07" with "CM" as the who changed and "03/31/2008" as the last changed date.
- Navigation:** A bottom bar with tabs for Investments, Insurance, New Biz, Notes, Markets (selected), Links, Household, Files, FlexFields, Pages, and Events.

Initial Signup Record Only Needs Name, Address, Phone & Type

As prospects sign up for the seminar or event, it's important to enter their name into the database. This will build a database of names that can be used for marketing later.

As shown on the View Screen, only a few data fields need to be entered at the signup level. However, every attempt should be made to get the address and phone number. "Please give me your address so we can send you the ticket and confirmation letter" can be used.

Tracking The Source Of Each Signup

To track how the signup heard about the seminar, you can use the Markets/Areas of Interest (as shown on the screen above.)

When you are entering the seminar signup into the database, add a Market to their name to show how they heard about the seminar.

Using Selection Reports, all names that responded to invitations (or any other source) can be selected from Advisors Assistant and invitations to other seminars can be sent to them. Or you can use Advisors Assistant to give you the number of clients who resulted from Seminar Invitations and compare them to the number of clients who resulted from newspaper advertising. You can get a total number who

resulted from a particular source, and you can narrow it down to how many heard about a particular seminar through each source.

You'll be able to track which of your advertising campaigns worked best and is worth the investment.

It is very important that each respondent be asked where they heard about the seminar.

Link The Signup To The Seminar

Once the Signup's name is entered, it's important to establish a permanent link between the Signup's name and the Seminar's name.

The screenshot shows a software interface titled "View Client With Links" for a client named Stephen Meyers. The client's information is displayed in several sections: "Types: Seminar Signup", "Occupation:", "Spouse:", "Birthdate:", "Age / Near:", "Anniversary:", "Drv License:", "Total Income: \$0", "Net Worth: \$0", "Dependents: 0", "Jurisdiction: Unknown", "Producer: Moneymaker, Chris", and "Tax ID:". There are also sections for "Home Address" (Address 1: 987 Maple St., City, State: San Luis Obispo, CA 93405) and "Home Phone" (Phone: (805) 654-9632). A table of "Perspectives: Links" is shown below, with one entry: "Planning Your Retirement 8-15-07" with a relationship of "Seminar", age "0", DOB "08/15/2007", type of name "Seminar", who changed "CM", and last changed "04/24/2000". The interface includes a toolbar with icons for Add, Modify, Delete, Report, Word, Excel, Dial, and Help, and a bottom navigation bar with tabs for Investments, Insurance, New Biz, Notes, Markets, Links, Household, Files, FlexFields, Pages, and Events.

Linking the Seminar to the Signup

The View Screen shows how the signup is linked to the seminar. The relationship is "Seminar". This maintains a permanent link even if the type of name changes to Attendee or Client, you can always get a list of all Signups using this link.

Sending a Confirmation Letter

Click on the Word Icon on the signup's screen to send a confirmation letter just after the person is entered into the database.

Creating Call Lists

Prior to the event, all Signups can be called. By using the Selection Reports and searching for the "seminar signups," you can print a report with phone numbers.

Of all the fields on the Selection Screen, you only need to fill in 2 fields. You want all those people linked to the seminar name who have a relationship of Seminar Signup.

The screenshot shows the 'Selection Criteria' window with the following fields and values:

- Search, Cancel, Clear (Buttons)
- Load, Save, Help (Buttons)
- Producer: [Empty]
- Type: [Empty]
- Additional Type: [Empty]
- Status: [Empty]
- Occupation: [Empty]
- Industry: [Empty]
- Linked to: Planning Your Retirement 8-15-07
- Relationship: Seminar Signup
- Market: [Empty]
- First Name: [Empty]
- Last Name: [Empty]
- EXACT:
- Indiv. / Org.: [Empty]
- Household: [Empty]
- Include Only the Heads of Household:
- Mailing List: [Empty]
- City: [Empty]
- Birth Month: [Empty]
- Anniv. Month: [Empty]
- Who Changed: [Empty]
- Mailing Option: [Empty]
- Calling Option: [Empty]
- Emailing Option: [Empty]
- Gender: [Empty]
- Tobacco: [Empty]
- Marital: [Empty]
- State: [Empty]
- Area Code: [Empty]
- Email: [Empty]

Name Range

No Lower Limit	From	To	No Upper Limit		
<input type="checkbox"/> No Date Of Birth	<input checked="" type="checkbox"/>	[Empty]	Birthdate	[Empty]	<input checked="" type="checkbox"/>
<input type="checkbox"/> No Anniversaries	<input checked="" type="checkbox"/>	[Empty]	Anniversary	[Empty]	<input checked="" type="checkbox"/>
<input type="checkbox"/> No Earned Income	<input checked="" type="checkbox"/>	[Empty]	Earned Income	[Empty]	<input checked="" type="checkbox"/>
<input type="checkbox"/> No Total Income	<input checked="" type="checkbox"/>	[Empty]	Total Income	[Empty]	<input checked="" type="checkbox"/>
<input type="checkbox"/> No Net Worth	<input checked="" type="checkbox"/>	[Empty]	Net Worth	[Empty]	<input checked="" type="checkbox"/>
<input type="checkbox"/> No Dependents	<input checked="" type="checkbox"/>	[Empty]	Dependents	[Empty]	<input checked="" type="checkbox"/>
<input type="checkbox"/> No Zip Code	<input checked="" type="checkbox"/>	[Empty]	Zip Code	[Empty]	<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	[Empty]	Change Date	[Empty]	<input checked="" type="checkbox"/>

Buttons: Name, FlexField

Tabs: Name, Investment, Insurance, New Business

Selection Report Screen Showing Signup Search

Once the selection of names is complete, print one of the lists of names that contains phone numbers.

Tracking Attendees

After the event, working from a list of attendees, simply change the Name Type for each person who attended from Signup to Attendee.

By making this change, you can get a list of people who attended the seminar for follow-up, and you can get a list of people who signed up for the seminar but did not attend it. You can send a letter to the people who did not attend letting them know of future events.

Note: We can still track all the signups for any one seminar or signups for all seminars even though we change the Name Type to Attendee. We linked each signup to the particular seminar they signed up for, so by using Selection Reports and searching on the Relationship of “Seminar Signup”, we can always retrieve the original signup list.

Writing Post-Seminar Letters To Attendees

Previously we demonstrated setting up the selection report search for Signups. By searching for Name Type of Attendee vs. Signup, you will get a list of Attendees for the event or seminar.

Searching for a list of Seminar Attendees

After performing the search, you can write a letter to all Attendees using the MS Word button at the bottom of the report list.

Recording Areas of Interest for Attendees

Have attendees fill out a Workshop Questionnaire indicating their interests and return it to the agent or rep. These interests can then be converted to “areas of interest” in Advisors Assistant and tracked in the Markets.

You can use the Selection Reports to search on various Markets immediately after the event or for future mailings. You’ll know exactly what each attendee is interested in.

View Client With Markets And Interests

Judy Kabin + | + | + | -

Types: Seminar Attendee

Occupation: Homemaker
 Spouse:
 Birthdate: 3/7/1965 Total Income: \$0
 Age / Near: 43 / 43 Net Worth: \$0
 Anniversary: Dependents: 0
 Drv License: Jurisdiction: Unknown
 Producer: Moneymaker, Chris Tax ID:

Home Address Primary 1 + | + | + | -

Addressee: Judy Kabin (Judy)
 Business:
 Job Title:
 Address 1: 8543 Birch St.
 Address 2:
 Address 3:
 City, State: San Luis Obispo, CA 93405

Email: 0 + | + | + | -
 Web Site: 0 + | + | + | -

Home Phone Primary 1 + | + | + | -

Phone: (805) 312-9874
 Fax:

Add Modify Delete Report Word Excel Dial Help

Perspectives: Markets

Market or Area of Interest	Follow-Up	Who Changed	Last Changed
Disability Income Prospect		CM	04/24/2000
Long Term Care Prospect		CM	04/24/2000
IRA Prospect		CM	03/31/2008

Investments Insurance New Biz Notes Markets Links Household Files FlexFields Pages Events

Recording Areas of Interest from Workshop Questionnaire

Contacting Non-Attendees about Future Events

The type of name for any signup who did not attend the seminar remains “Seminar Signup.” Only the Attendees are changed to “Seminar Attendee.”

By using the Selection Reports and searching based on Name Type of “Seminar Signup” linked to the seminar, you will get a list of all of the Signups who were not changed to Attendees.

Changing Name Type To Client When Business Is Written

The Name Type progresses on to Client when a policy is written or investment sold. The original source of the name (ie. event ad) and the original event are retained through the links and markets established earlier.