# **Seminar Marketing**

# 2020



# Fill Your Sales Pipeline with Qualified Prospects Using Broadridge Seminars

Whether you are hosting an informational dinner event, presenting a seminar in a classroom or worksite setting, or meeting one-on-one with a client, the goal is always the same: to educate about the need to prepare for a financially secure future. Each title within our robust library of educational seminars is FINRA reviewed and designed to make a powerful impression.

#### **Comprehensive Seminars**

Duration: Approximately 4 to 10 hours

#### Benefits:

- Offer an impactful, multi-session experience
- Provide attendees with a broad, lasting financial education
- Highest prospect-to-client conversion ratios
- Largest income opportunity

### **Topic-Specific Seminars**

Duration: Approximately 50 to 75 minutes

#### **Benefits:**

- Establish yourself as a credible authority on specific topics
- Tailor seminars to your target audience
- Utilize for public dinner seminar or client appreciation events
- Cultivate trust and generate qualified leads

#### **Presentations**

Duration: Approximately 30 minutes

#### **Benefits:**

- Provide your contacts with the information they're seeking in a quick, digestible format
- Ideal for lead-generating webinars and one-on-one client meetings
- Each presentation includes a digital invite video

# Plus, Fill Every Seat with Our Event Marketing Solutions

## **Concierge Event Marketing**

With our all-inclusive, no-risk event planning service, seminar marketing is easier than ever.

- Hassle-free seminar experience You choose the topic and date, and we handle all the logistics and details
- No upfront marketing costs You pay based on event attendance results
- Attract qualified prospects Thanks to our full-service marketing team's digital campaigns
- Seminar savings You receive added discounts with the purchase of Concierge Event Marketing services







# **Direct-Mail Invitations**

Introduce yourself with professional invitations that are as impressive as the seminar you are presenting.

- $\bullet \ \ {\sf Targeted\ mailing\ lists-We\ provide\ a\ list\ of\ local\ prospects\ who\ meet\ your\ demographic\ criteria}$
- Customized for your brand Invitations include your photo, bio, and contact information
- Multiple format options A variety of 4-page and 8-page brochures and booklets are available for Comprehensive Seminars, and premium wedding-style invitations can be used for Topic-Specific Seminars

# Dinner Seminar Marketing Dos and Don'ts

The best presenters have seminars down to a science. Take advantage of their collective knowledge to avoid common mistakes and give your event the best possible chance of success.

# Do

# DO serve a meal, preferably dinner.

A dinner event almost always results in stronger attendance than one that does not include a meal.

# **DO** choose the right restaurant.

A nice restaurant is the preferred dinner location. Country clubs and hotel banquet rooms can be used, but generally will not generate the same response.

# **DO** choose a start time that appeals to your audience.

For working prospects, the best time to start is between 6:30 pm and 7:30 pm. It's okay to start a little earlier if you are marketing only to retirees.

# **DO** choose the right day of the week.

The best days to hold seminars are Tuesdays, Wednesdays, and Thursdays.

# **DO** make it easy for prospective attendees to make reservations.

Reservation call-ins should be handled by a live contact and made available 24 hours a day.

# **DO** use an appealing direct-mail invitation.

Use color on your invitation and envelope so they stand out from other mail in the recipient's mailbox.

# Don't

**DON'T** charge your prospects for attending a dinner seminar.

**DON'T** hold dinners at convention centers, libraries, or your office.

**DON'T** expect working people to leave work early to attend your event, and don't expect prospects of any age to attend a seminar event that ends later than 8:30 pm.

**DON'T** hold seminars on weekends, on holidays, on the same dates as major sporting events, or on election days.

**DON'T** entrust your reservations to someone who cannot knowledgeably answer basic questions about the event.

**DON'T** cut corners on the seminar invitation. This is your first chance to connect with prospective clients. You want them to notice you and have a positive first impression.



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Tuesdays, Wednesdays, and Thursdays are recommended days to schedule seminars. Use caution with the following, because a conflict may result in poor attendance.

- Mondays and Fridays because weekend activities can make attendance light on these days
- Sundays and holidays are not recommended
- Days before and after holidays
- The first week in January

- Easter/spring break
- Thanksgiving week
- The last two weeks in December
- Sporting events—nationally and locally e.g., Monday Night Football, the World Series

	JANUARY									
Sun	Mon	Tues	Wed	Thurs	Fri	Sat				
			1 New Year's Day	2	3	4				
5	6	7	8	9	10	11				
12	13	14	15	16	17	18				
19	20 Martin Luther King Jr. Day	21	22	23	24	25				
26	27	28	29	30	31					

	FEBRUARY							
Sun	Mon	Tues	Wed	Thurs	Fri	Sat		
						1		
2	3	4	5	6	7	8		
9	10	11	12	13	14  Valentine's  Day	15		
16	Presidents'	18	19	20	21	22		
23	24	25	Ash Wednesday	27	28	29		

MARCH										
Sun	Mon	Tues	Wed	Thurs	Fri	Sat				
1	2	3	4	5	6	7				
Daylight Saving Time Begins	9	10	11	12	13	14				
15	16	17 St. Patrick's Day	18	19	20	21				
22	23	24	25	26	27	28				
29	30	31								

	APRIL							
Sun	Mon	Tues	Wed	Thurs	Fri	Sat		
			1	2	3	4		
5 Palm Sunday	6	7	8	9 First Day of Passover	10 Good Friday	11		
12 Easter Sunday	13	14	15  Tax Filing Deadline	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30				

MAY									
Sun	Mon	Tues	Wed	Thurs	Fri	Sat			
					1	2			
3	4	5	6	7	8	9			
10  Mother's Day	11	12	13	14	15	16			
17	18	19	20	21	22	23			
24 / 31	25 Memorial Day	26	27	28	29	30			

JUNE									
Sun	Mon	Tues	Wed	Thurs	Fri	Sat			
	1	2	3	4	5	6			
7	8	9	10	11	12	13			
14	15	16	17	18	19	20			
<b>21</b> Father's Day	22	23	24	25	26	27			
28	29	30							

JULY							
Sun	Mon	Tues	Wed	Thurs	Fri	Sat	
			1	2	3	4 Independence Day	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

	AUGUST									
Sun	Mon	Tues	Wed	Thurs	Fri	Sat				
						1				
2	3	4	5	6	7	8				
9	10	11	12	13	14	15				
16	17	18	19	20	21	22				
23 / 30	24 31	25	26	27	28	29				

	SEPTEMBER							
Sun	Mon	Tues	Wed	Thurs	Fri	Sat		
		1	2	3	4	5		
6	7 Labor Day	8	9	10	11	12		
13	14	15	16	17	Eve of Rosh Hashanah	19  First Day of Rosh Hashanah		
20 Second Day of Rosh Hashanah	21	22	23	24	25	26		
Eve of Yom Kippur	28  Yom Kippur	29	30					

	OCTOBER								
Sun	Mon	Tues	Wed	Thurs	Fri	Sat			
				1	2	3			
4	5	6	7	8	9	10			
11	12 Columbus Day	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31  Halloween			

NOVEMBER									
Sun	Mon	Tues	Wed	Thurs	Fri	Sat			
1	2	3	4	5	6	7			
Daylight Saving Time Ends		Election Day							
8	9	10	11	12	13	14			
			Veterans Day						
15	16	17	18	19	20	21			
22	23	24	25	26	27	28			
				Thanksgiving Day					
29	30								

DECEMBER									
Sun	Mon	Tues	Wed	Thurs	Fri	Sat			
		1	2	3	4	5			
6	7	8	9	10  First Night of Hanukkah	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24 Christmas Eve	25 Christmas Day	26			
27	28	29	30	31  New Year's Eve					