

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.

- 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.

