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Hosting a Live Nelson Nash Seminar

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By:
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Nelson Nash Host

1. SET DATE

- Pick a date at least 3-6 months in advance
- Pick times most convenient for you, your business, Nelson, and your audience

For example: Thursday evening, Friday day

2. FIND A CONVENIENT LOCATION

- Reserve a conference room 3-6 months in advance
- Pick hotels with conference rooms for ease of traveling guests & Nelson
- Compare all locations by:
 - Conference room price
 - Audio visual capabilities
 - Ability to bring in catering/beverage
 - Hotel room reservation pricing (negotiate)
 - Conference room capacity/set-up
 - Distance from home/office for you
 - Dining areas

3. TRAVEL ARRANGEMENTS

- Reserve hotel room for Nelson
- Make arrangements for picking Nelson up from airport & dropping him back off
- Estimate number of out-of-town guests and block off corresponding hotel rooms
- Create maps from all major highways to include in invitations

4. INVITATIONS & MAILING (see attached examples)

- Create two invitee spreadsheets:
 - a) Clients – first name, last name, home address, city, state, zip
 - b) Agents – first name, last name, company, company address, city, state, zip
- Format two types of general invitation:
 - a) Client copy - written in layman's terms; simplified/bulleted; informal
 - b) Agent copy - written in technical terms; more professional
- Include all key details of the seminar:
 - Host name & seminar name
 - Location & simplified directions
 - Dates & times
 - Hotel rates & contact information
 - Explanation of Nelson, his book, the concepts, the value/benefits
 - Detailed timeline & schedule
 - Seminar cost ("investment")
- Include a separate registration form/reply card including:
 - RSVP date
 - Host name/your name
 - Yes & No check boxes
 - Your contact information
 - Blanks for participant names
 - Desired directions to RSVP
 - Seminar dates & times

- Include a formal letter from yourself/host company inviting each guest personally, including personal testimony & personal signature, explaining value & benefits to attending, and again using two format types (client & agent)
- Invite a number slightly larger than your intended size (mass mailing a mistake)
- Ideal size for each seminar between 25 and 35 guests to ensure personal contact with Nelson and answers to all questions
- Send out at least 6-8 weeks in advance
- Put an advertisement/announcement on the Nelson's website & the Infinite Banking Concept's website

5. FOOD & BEVERAGE

- Have soda, water, juices, coffee and "finger food" (such as cookies, bars, cheese & crackers) available throughout the seminar
- Continental breakfast bar in morning (bagels, pastries, OJ, milk, yogurt, fruit, etc)
- Catered sandwiches, soups, and salads for lunch
- Catered dinner, BBQ, or pizza for dinner
- Provide napkins, plates and silverware, cups, etc.
- Note: The temperature of the room is very important – make sure you know where the thermostat is in-case the temperature needs to be adjusted throughout the day.

6. BENCHMARKING

- Follow-up, follow-up, follow-up
- Ask for written reservation contract with location, hotel, catering service
- Personally call each invitee around 1-2 weeks before date; ask them to attend/confirm their reservation

7. SUPPLIES

- Name cards for each seat with large lettering easy for Nelson to read
- Place highlighters, pencils, pens and pads of paper at each seat; also, providing some sort of hard candy at each place is an added touch
- Have copies of Nelson's book, DVD etc available for sale. Have signs prepared that indicate the cost

8. EVALUATION & FOLLOW-UP

- Send thank-you letters to each invitee & Nelson
- Call each invitee to set-up appointments to discuss seminar