Creating and Managing Melaleuca Events
Congratulations on the exciting opportunity to direct a life-changing Melaleuca event! You are going to find the process not only rewarding and memorable, but also easy. That’s because we’ve created this easy, step-by-step guide that makes putting together a flawless meeting simple and fun. And remember, just because you’re the Event Director or Event Host, that doesn’t mean you have to do it alone—you’ve got the entire Events staff at Melaleuca, plus your team, who can assist with any questions you may have.

The Value of a Life-Changing Event
Every Melaleuca event has the opportunity to change lives, whether it’s relieving financial burdens, improving wellness, or providing families with the freedom of time. That includes both current and prospective business builders. Energizing your team and helping them recommit to reaching their goals is just as important as helping new customers find Melaleuca. Not only that, you’ll find that hosting a life-changing event also pays big dividends for you—because helping others is a key principle behind success in Melaleuca. The more you help others reach their goals, the closer you get to reaching your own goals.

“The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.”
—Vince Lombardi
No one expects you to pull this event off alone. In fact, delegation is the key to creating a smooth, successful event. You’ll cut your prep time, lower your stress level, and help your team feel more invested in the event by including them in all stages of the event process.

**Tip:** When choosing your team, look for people you can trust to follow through and take initiative.

Every event includes two key roles: the Event Director and the Event Host. These are chosen by the Coaching and Leader Development Team at Melaleuca. The remaining roles are assigned by the Event Director. It is the responsibility of every Senior Director and above to support any Melaleuca event and help make every event a life-changing experience.

### KEY ROLES:

- **EVENT DIRECTOR:** Selects the event team and oversees the creation of the event from start to finish.
- **EVENT HOST:** Works directly with the Event Director and is the primary MC on stage during the event.
- **ASSISTANT DIRECTOR:** Assists the Event Director with managing the event.
- **PRODUCT DISPLAY CREATOR:** Designs a professional-looking product display that demonstrates the various product families and variety of products.
- **REGISTRATION TEAM DIRECTOR:** Establishes the registration team and supervises the registration setup, process, and team.
- **CELEBRATION TEAM DIRECTOR:** Establishes and oversees the celebration team. Manages all celebration-related activities and processes, including the agenda, seating, and Awards Registration table.
- **HEAD GREETER:** Establishes and oversees greeters at the event. Works to create a great environment by welcoming attendees to the meeting.
- **STAGE COORDINATOR:** Ensures room is set based on standards outlined in this booklet.
- **HEAD USHER:** Responsible for lining up and managing the ushers. Ushers provide crowd control, help attendees find their seats and chairs, and keep doors closed during videos, etc.
- **SOUND & AV TECH DIRECTOR:** Responsible for all video and audio needs during the event.
- **LIGHTING DIRECTOR:** Coordinates all lighting requirements related to the event.
Your event is going to be awesome and will change lives. How? You’re going to prepare. And you’re going to help your team prepare. In this booklet are easy-to-follow directions for every member of your event team. Keep this booklet for your own reference and go to melaleuca.com/ManagingEventsBooklet to print copies you can give to your team. That way you know what everyone is working on prior to the event.

**Visit the Meeting Location**
Visit the meeting location before the contract is signed. Do a walk-through of the meeting room and make sure it meets Melaleuca’s standards. Here are some key points to consider:

- Will the stage be well lit while the rest of the room is dimmed?
- Is there a good sound system?
- Is the screen large enough and how is the line of sight for the audience?
- Does the room have at least 12-foot-tall ceilings and does it feel inviting?
- Is the room the correct size for the number of attendees?
- Where are the light controls and how do they operate?
- Does the room smell clean, free from odors?
- Is the venue professional and well kept?
- Is the venue in a good location and does it have adequate parking?
- How do attendees find the meeting room? Is it easy to find or do you need directional signage?

**Confirm and Review All Materials**
If this is a corporate-sponsored event, Melaleuca will ship all the materials, banners, boxes, etc. to either your home or the venue at least one week prior to your event. Check the boxes right away and verify you have all the necessary materials. Don’t wait until a few days before the event to check your boxes. Be sure to thoroughly review all of the contents at least one week before the event.

**Set the Agenda and Call Presenters**
Meet with your team to review or create timelines for each part of the event. Call presenters and let them know the scheduled times for their presentations. If another Marketing Executive is presenting a Melaleuca Overview presentation prior to the meeting, contact him or her in advance. If possible, get a copy of his or her bio and share it with the Event Host. Make sure all presenters arrive at the meeting place at least one hour prior to the meeting for rehearsals.

**TOTAL RECOMMENDED TEAM SIZE**
- Small meetings: 11
- Medium meetings: 15
- Large meetings: 21
- 600+ meetings: 25

“You hit homeruns not by chance, but by preparation.”
—Roger Maris

“Thorough preparation makes it own luck.”
—Joe Poyer
Create Agenda
Work with the Event Director to create a meeting agenda at least one week prior to the event.

Create Meeting Talking Points/Script
Meet with the Event Director and Celebration Team Director to create talking points for the meeting. Review talking points several times before the day of the event. When creating the script, be sure to include the following:
- Business and product announcements
- Celebration
- Speaker biographies
- Upcoming events in your area
- Monthly promotion

Dress Code
Let helpers know to dress business professional for the event. If you can coordinate matching colors or styles, that is preferable.

Arrange for Banners
For corporate-sponsored events, Melaleuca will provide you with banners to hang at the venue. Be sure to discuss the hanging of banners when you book the venue. Some venues will insist that their technicians hang the banners, and others will require that you hang them. Either way, you’ll want to confirm where the banners will be hung and how. Banners should be on pipe and drape or rigged. Do not use tape or Velcro. See the room diagrams on pages 14–17 for banner placement.

Create “Reserved Seating” Signs
Print “Reserved Seating” signs for each status: Corporate, National, Executive, and Senior Directors. If applicable, also print a reserved seating sign for Management Team members. Seating must be by status: Corporate first, then National, Executive, and so on.

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”
—Andrew Carnegie
Create a Celebration Team
Enlist Marketing Executives who can help with the celebration portion of the event. See the recommendations below for an idea of how many team members you’ll need depending on your meeting size. Arrange to have the team members arrive at the event location a minimum of two hours before the event starts.

Dress Code
Inform helpers to dress business professional for the event. If you can coordinate matching colors or styles, that is preferable.

Celebration Agenda
Work with the Event Host to create an agenda for the celebration portion of the meeting. Have a finalized meeting agenda at least one week prior to the event.

Assign members of the team to be in charge of the following:

• Bring the awards to the meeting
• Arrange the awards table on the stage
• Have adequate copies of celebration lists available at Registration
• Make sure Registration Team members ask each attendee if they have qualified for any awards
• Assist the award recipients to the stage
• Hand out celebration awards on stage
• Inform the Assistant Director of the number of tables needed on stage

Visit the Event Location
Go with the Event Director to visit the location at least a week prior to the event. Make sure you know how to operate all of the lights prior to the day of the event. Check to make sure all the lighting is functional; note any broken lights or missing bulbs and request they be replaced.

Get Display Materials
Arrange with the Event Director to get the products and tables needed for the display. The product display should include a good variety of products from each category: EcoSense®, Vitality for Life®, Bath & Body, Medicine Cabinet, and Sei Bella®. It is suggested you have at least 50+ products. Using a Home Conversion Pack for your product display is a great option. Below is an example of how a product display should look.

Recommended Celebration Team Size
Small meetings: 2
Medium meetings: 3
Large meetings: 4
600+ meetings: 4
Visit the Event Location
Arrange to go to the venue with the Event Director at least one week prior to the event. Discuss setup and the number of tables and chairs needed to ensure a great registration experience.

Create a Registration Team
Enlist Marketing Executives to serve as part of the registration team at the event. See the recommendation box for an idea of how many team members you’ll need depending on your meeting size. Arrange to have the team members at the event location a minimum of two hours prior to the event.

Visit the Event Location
Arrange to go to the event location with the Event Director at least a week prior to the event. Make sure you have enough chairs and tables for the expected meeting size. Study the stage diagrams on the following pages and make sure you have adequate space for the tables and layout you have planned.

Arrange for Plants on Stage
If this is a corporate-sponsored event, the plants will be ordered and paid for by Melaleuca. See the stage diagrams on the following pages for where the plants will be placed. For a local-leader event, it is recommended you have a few plants to dress up the stage.

RECOMMENDED REGISTRATION TEAM SIZE
Small meetings: 4–5
Medium meetings: 5–6
Large meetings: 7–9
600+ meetings: 10–12

Dress Code
Inform helpers to dress business professional for the event. If you can coordinate matching colors or styles, that is preferable.

RECOMMENDED USHER TEAM SIZE
Small meetings: 2
Medium meetings: 3
Large meetings: 3
600+ meetings: 3

Dress Code
Inform helpers to dress business professional for the event. If you can coordinate matching colors or styles, that is preferable.

RECOMMENDED TEAM SIZE
Small meetings: 2
Medium meetings: 3
Large meetings: 4–5
600+ meetings: 6

Head Greeter
Enlist greeters for the event. See the recommendations below for an idea of how many greeters you’ll need depending on your meeting size. Arrange to have the greeters at the event location a minimum of one hour before the event starts.
Creating and Managing Melaleuca Events

**PREPARATION**

**SMALL ROOM**

- **Banner A**: 7.5' x 13'
- **Pull-up Sign**: 34' x 79''
- **AV Tech Table**
- **Entrance**

**MEDIUM ROOM**

- **Banner A**: 7.5' x 13'
- **Pull-up Sign**: 34' x 79''
- **AV Tech Table**
- **Entrance**

- **Banner C**
- **Banner D**
- **Banner B**
Take a deep breath and release any stress you may be feeling about the event. Your previous preparation and stellar support team are what’s going to make this meeting both fabulous and fun. Review the following sections and be sure to give copies to your team at least one week before the event. Keep this book for your own reference and go to Melaleuca.com/ManagingEventsBooklet to print copies you can give to your team. That way you know what everyone is working on for the event.

**DAY OF THE EVENT**

**EVENT DIRECTOR**

**Arrive Early**
You and your team should arrive at least two hours prior to the event or earlier depending on the size and scale of the meeting.

**Check for All Materials**
Make sure you have all materials, boxes, banners, products, etc., at the venue.

**Confirm Room Setup**
Follow up with team members to make sure the stage, screen, tables, chairs, etc., are all properly placed.

**Rehearsals**
One hour prior to opening doors, have those who will be going on stage practice their introductions, announcements, or award presentations before doors open to the audience.

**Review Timeline and Agenda**
Review the timelines with the Presenters and Event Host. Remind Presenters to be upbeat and energized, but to refrain from “hype.” Let Presenters know how much time they will have and that if they go over on their time they should expect the Event Host to graciously interrupt them.

**EVENT HOST**

**Arrive Early**
Be at the venue at least two hours prior to the event.

**Review the Timeline and Agenda**
Review the timeline with Presenters and Event Director. Let Presenters know that if they go over on time you will graciously interrupt them.

**Leader Attendance List**
The Celebration Director should provide you with the names and statuses of all Corporate, National, and Executive Directors in attendance. The names should be provided in status sequence from the lowest status to the highest status.

“Launch was the first thing I ever went to, before I even signed up as a customer. Launch was the thing that really sold me on Melaleuca and got me excited about the company. I look forward to attending every year and hearing the new announcements.”
—Senior Director 9 Shari Hagen
DAY OF THE EVENT

ASSISTANT DIRECTOR

Arrive Early
Arrive at the venue at least two hours prior to the event.

Place Reserved Seating Signs
Place signs on the front rows for Corporate, National, Executive, and Senior Directors and Management Team members. Seating must be by status.

Check or Hang Banners
If the venue is hanging the banners, make sure they are hung according to the room diagram (see pages 14–17). If you are hanging the banners, refer to the diagram for placement and be sure to hang the banners with pipe and drape or by rigging. Do not use Velcro or tape.

HEAD GREETER

Arrive Early
Be at the venue at least one hour prior to the event.

Greet Attendees
Have greeters stand at meeting room entrances, greet everyone enthusiastically, shake hands, smile, and welcome each attendee. Greeters should be outgoing, friendly, and upbeat.

CELEBRATION TEAM DIRECTOR

Arrive Early
Arrive at the venue at least two hours prior to the event. Bring extra pens and highlighters.

Assignment Review
Make sure your team knows their responsibilities and follow up with their progress prior to the meeting.

Names:
______________________ brought the awards to the meeting.
______________________ is organizing and staffing the Awards Registration table.
______________________ is setting up and handing out the awards on stage.
______________________ has cross-checked the attendance list with the awards list, and verified there is enough seating for Corporate, National, Executive, and Senior Directors.
______________________ is assisting with lining up award recipients on stage right (if applicable). Refer to the diagram on page 25 for details on how attendees should walk on and off stage.

List of Leaders in Attendance
The Celebration Director should take special care to make sure that all Corporate, National, and Executive Directors are registered and provide the names and statuses of Corporate, National, and Executive Directors in attendance to the Event Host. The names should be provided in status sequence from the lowest status to the highest status.

“If you’re striving to become an Executive Director, you should go to Melaleuca events. You’ll walk away learning and applying and enrolling.”
—Executive Director Cindy Brown
**Arrive Early**
Arrive at the venue at least one hour prior to the event.

**Practice Lighting**
Locate and practice turning on and off light switches. Practice cues with Event Director so the team is aware when lights are turned off and on. Know exactly how to operate each switch and turn lights off for video segments. Lights should be completely off for all video portions.

**Light Switches**
Some locations have multiple light switches; if there are multiple light switches at multiple locations, assign one person at each light switch. Make sure this person stays near the light switch during the entire meeting to keep others from accidentally turning lights off or down.

**Give Visual Countdown**
Dim lights to get the audience into their seats after the breaks. Train the ushers and greeters beforehand so they know to verbally tell attendees the meeting is starting.

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**DAY OF THE EVENT**

**LIGHTING DIRECTOR**

**Arrive Early**
Arrive at the venue at least one hour prior to the event.

**Practice Lighting**
Locate and practice turning on and off light switches. Practice cues with Event Director so the team is aware when lights are turned off and on. Know exactly how to operate each switch and turn lights off for video segments. Lights should be completely off for all video portions.

**Light Switches**
Some locations have multiple light switches; if there are multiple light switches at multiple locations, assign one person at each light switch. Make sure this person stays near the light switch during the entire meeting to keep others from accidentally turning lights off or down.

**Give Visual Countdown**
Dim lights to get the audience into their seats after the breaks. Train the ushers and greeters beforehand so they know to verbally tell attendees the meeting is starting.

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**PRODUCT DISPLAY CREATOR**

**Arrive Early**
Arrive at the venue at least two hours prior to the event.

**Set Up Product Display Table**
Make sure the product display table is completed one hour prior to doors opening. This display should be on a table next to the stage at the front of the room. The display should look professional and contain the latest product packaging. Have at least one person help you set up the product display. Refer to page 11 for more details.

**Answer Product Questions**
Have at least one person help answer questions at the product display table before and after the meeting.
DAY OF THE EVENT

REGISTRATION TEAM DIRECTOR

Arrive Early
Arrive at the venue at least two hours prior to the event. Remember to bring clear tape and duct tape, scissors, pens, highlighters, and any other office supplies needed.

Set Up Registration Tables
Make sure registration tables are set up and organized one hour prior to start time.

Hang Signs
Hang “Registration Desk” and “Awards Registration” signs on walls behind the registration tables. At larger events, create status signs (Director, Senior Director, Executive Director and above) to aid in the registration process.

Oversee Registration
Make certain all attendees sign the appropriate attendance roll: 1) General: Customers, Product Advocates, and Directors; 2) Senior Directors; 3) Executive Directors and above. If there are any celebration items, ask attendees to complete the appropriate forms.

Distribute Handouts at Registration
Once an attendee registers, hand them their handouts or packet (1 per business).

Organize Attendance Sheets
At end of event, organize the attendance sheets and any Convention registration forms. If this is a company-sponsored event, the forms must be sent to Melaleuca by 8 a.m. the following morning.

STAGE COORDINATOR

Arrive Early
Arrive at the venue at least one hour prior to the event.

Review Stage Setup
Review the stage diagrams and make sure the plants, banners, and other items are in the correct place. Hang the podium sign using heavy-duty duct tape or other reliable adhesive. Make sure the podium sign is secure.

STAGING

Stage Size
- 75 to 300 attendance: 12' x 18' x 16”
- 300 to 600 attendance: 16’ x 18’ x 16”
- Over 600 attendance: 24’ x 30’ x 24”

Podium
Professional-looking and not worn

Plants
- 6 to 8 small plants for front of stage (e.g. ferns)
- 2 large plants for back of stage (e.g. ficus, palms)

Pipe & Drape
Place behind stage and hang a banner in middle

Stairs
On each side of stage

Room Set
- First row of chairs set 6 to 8 feet from stage
- Distance in aisles is 5 feet
- AV Tech table set at back of the room, not behind the stage or side of room
- Table for product display is set stage right
- Ceiling height should be 12 feet or taller

To help with the celebration process, refer to the diagram above for how the line should flow. The announcer stands behind the podium, reads the name, and the recipient walks across the stage.
DAY OF THE EVENT

SOUND & AV TECH DIRECTOR

Arrive Early
Arrive at the venue at least two hours prior to the event.

Confirm and Test All Equipment
Confirm that all equipment is at the tech table and all videos, DVDs, CDs, and microphones are working properly at least one hour prior to the event.

Check Sound Levels
Work with AV Tech to make sure you have appropriate “high energy” levels for microphones, video, walk-in music, awards music, break music, and walk-out music.

Practice Cues and Awards Music
Practice cues with the AV Technician and Lighting Director. Rehearse awards music during the celebration rehearsal. The awards music during celebration is lowered in volume while names are read, then raised while they walk to the stage. As the Event Host reads names, volume levels should be at a 5 to 6 (on a scale from 1 to 10). Then, after the name is read, the volume should raise to an 8 or 9. Testing should be complete at least one hour prior to doors opening.

Play Walk-In Music
Thirty minutes prior to the start of the meeting, play “high energy” walk-in music. Sound levels for walk-in are at a sound level 8—high energy.

Stay with AV Tech During Event
Once the event starts, be sure to stay with the AV Tech for the entire program. This way you can quickly address any potential complications.

“ALot of times in other companies, events are nothing but hype. Melaleuca events are always full of substance. They’re organized with great information for any stage of business builder.”
—Senior Director 3 Chris Davidson

AUDIO

Screen
• One 7.5’ x 13’ or 9’ x 16’ screen set stage left for attendance under 600
• Two 9’ x 16’ screens on each side of the stage for attendance over 600

Projector
• Front screen projection recommended for 600 or less
• Rear screen projection recommended for 600 or more

Laptop
• RGB/VGA cables
• Based on the type of meeting, determine if the laptop should be set at the podium or at the AV Tech table

Microphones
• 1 podium microphone
• 1 wireless handheld microphone

CD Player or iPod Connection Cable
For music

DVD Player
(if applicable)

Sound
Discuss with the venue if the house sound is acceptable, and add speakers if necessary (e.g. low quality house sound or for a larger audience).
• 1 speaker: 125 or fewer people
• 2 speakers: 150 or more people
• 4 speakers: over 600 people
Arrive Early
Have all users arrive at the venue at least one hour prior to the event.

Set Up Chairs
Room should be set up for 60% of your expected attendance, leaving 40% of the chairs stacked at the back of the room. Put out extra chairs only when the demand requires it. Fill in the front row first. Avoid having any empty chairs. A full room is more inviting.

Open Doors
Open doors 30 minutes prior to the meeting.

Fill Empty Chairs
Kindly ask if the chairs next to guests are available. If there are gaps, ask people to slide over and fill empty chairs.

Keep Doors Closed
Once the meeting starts, make sure light coming from doors opening and closing does not detract from the experience. Keep doors closed during video presentations by directing people to a designated exit door.

Meeting Disruptions
If prolonged noise from attendees or babies occurs during the meeting, politely direct them to the foyer. Make sure they use a designated exit door so as not to distract from the meeting during video presentations.

Announce Countdown
For those outside of the meeting room during a break or prior to the event starting, be sure to give five- and two-minute warnings and assist them in returning to the meeting.

“...have brought out some amazing leaders. I think attending gives people the belief that ‘I can do this’ or ‘I deserve this.’ It’s so important to attend these events. It really opens up your eyes.”
—Executive Director Danie Branch

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**EVENT TEAM ASSIGNMENTS**

As Event Director, you will need help from leaders in your area to run a successful event. Get all local leaders involved and make assignments.

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<tr>
<th>Role</th>
<th>Director</th>
<th>Member 1</th>
<th>Member 2</th>
<th>Member 3</th>
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<tbody>
<tr>
<td>Event Director</td>
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<td>Event Host</td>
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<td>Assistant Director</td>
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<td>Registration Team Members</td>
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<td>Celebration Team Members</td>
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<td>Head Usher</td>
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<td>Product Display Creators</td>
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<td>Sound &amp; AV Tech Director</td>
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<td>Stage Coordinator Team Members</td>
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<td>Lighting Team Members</td>
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<td>Product Experience Stories</td>
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All your hard work and planning is about to pay off with a beautifully executed event. Take a minute to thank your team and celebrate the efforts of everyone who worked to make this event happen. This event will enhance lives! You’ll introduce families to products that are safer for their homes, help customers find lifelong wellness solutions, and empower business builders to take control of their finances, get out of debt, and discover a reliable stream of income.

The following is a sample event run-through to give you an idea of how things will happen in real time.

The EVENT

“IT was at a Melaleuca event that Brandi and I made the decision to get serious about Melaleuca. National Director 9 Jason Paulin was on stage talking about when he made the decision to really go for it. He said that if you haven’t had that moment, you probably never made the decision to get serious. Hearing that was my moment to get serious.”

—Senior Director 2 Joe Giordano

Doors Open 30 Minutes Prior (Ushers)
The only exception to starting on time is to wait while putting out more chairs due to overflow. In that case, make an announcement that you will be ready to begin as soon as the extra chairs are out and people are in their seats. Communicate to the crowd if there are any delays. Explain the delay and let them know the meeting will start soon.

Give 5-Minute and 2-Minute Warnings (Event Host).

Turn Lights Off 30 Seconds Prior to Start (Lighting Director).

Close Doors. Hang a “Meeting in Progress” Sign Outside the Door (Ushers).

Welcome Everyone to the Meeting (Event Host).

Make Announcements (Event Host).

Appropriate Announcements:
- Please turn off your cell phones
- Recording of Melaleuca events is not allowed (this includes camcorders, audio recorders, and phones)
- Please remain seated during the meeting
- If you need to leave the room, sit in chairs along the back of the room when you return
- If you have a baby who becomes fussy, please take him or her to the foyer

Awards
Keep the energy high and engage the audience to support those being celebrated. Do not announce, “Anyone who qualified that we did not call, please come up.”

Note for AV Tech: Play music during the awards section. Volume should be lowered as the Event Host reads names and raised as each person walks to the stage.

Introduce Each Presenter
Read their bio and introduce them before each presentation.

Close
Thank each presenter, leader, and all attendees for their participation. Review call to action and details for turning in order forms, etc.

Note for AV Tech: As meeting concludes, play walk-out music.

Have fun and keep the energy high. But DO NOT ask for noise or try to get people yelling and screaming more than the substance warrants. Genuine enthusiasm is great. Energy and applause should be genuine.
THE EVENT

STATUS CELEBRATION

Acknowledge All Leaders in Attendance
Using the list provided by the Celebration Director, acknowledge all Directors through Corporate Directors.

Format for Acknowledging Leaders:

- Recognize individual statuses: Director, Director 2, Director 3, and so on, going from lowest to highest in status.
- Share an explanation of the requirements and rewards for each status.
  - For example: “First, let me introduce those who have taken the first step in building their businesses. They’ve enrolled eight customers and qualified for their first leadership status. They are the Melaleuca business leaders of the future. Directors, please stand.” (applause)
  - “Now, we’ll invite Directors 2 to stand.” (applause)
  - “Our next leaders have enrolled at least 11 customers, and from those customers, they’ve taken the next truly crucial step in building their Melaleuca business by helping one of their customers achieve Director status. Directors 3, please stand.” (applause)
  - Continue this process with each successive status: Director 4, Director 5, Director 6, etc.
  - If there are more than 10 Senior Directors, only recognize each status level (Senior Director, Senior Director 2, Senior Director 3, etc.) as a group and have that group stand.
  - Before introducing Senior Directors, explain that the leader is now earning a significant income with his or her Melaleuca business and has received the Car Bonus. You may even take a moment to explain the Car Bonus to those in attendance.
  - For example: “Senior Directors have developed five personal Directors and enrolled at least 20 active personal customers. They’re earning a significant monthly income and Melaleuca is paying for them to drive a brand-new car. Will all those at Senior Director please stand?” (applause)
  - Continue introducing each status level: Senior Director 2, Senior Director 3, etc.

- Always introduce all Executive, National, and Corporate Directors individually by name and status.
- Take a brief moment to explain what it means to achieve this status level.
  - For example: “Now I have the privilege of introducing an elite group of leaders: our Executive, National, and Corporate Directors. These leaders have hundreds of customers in their organizations, and have developed more than 10 personal Directors. The average income for an Executive Director is more than $140,000 a year, and they’re earning twice as much for their Car Bonus as compared to a Senior Director. I invite these leaders to come and stand on stage as their names are read. Ladies and gentlemen, please join me in recognizing these truly incredible leaders: (leader’s status and name).” (applause)

Note for AV Tech: Start the celebration music with the volume at 5 or 6 (scale of 1 to 10). As each new status is recognized, gradually increase the volume to 8 or 9 and hold until Event Host moves to the next status.

Do Not Publicly Recognize or Identify Non-Melaleuca Guests
Avoid making anyone feel uncomfortable or embarrassed. Simply welcome everyone.

Keep Energy Level High
As the Event Host, it is your responsibility to keep the audience energy level high. If you notice a lull in the applause, take the initiative to remind people to applaud enthusiastically for the achievement of others.
TROUBLESHOOTING

Here are a few frequently asked questions:

Q—How do I settle the audience in order to get the meeting started on time?
A—Have your assigned Lighting Director dim or turn off the lights and then raise them back up four times, while you stand at the podium so the group notices that it is about time to start. After about 30 seconds, announce to the group that it is time to get to their seats and that you will be starting in two minutes. Ushers should encourage people in hallways and the back of the room to “Please take your seats.” Turning off lights and playing a short “motivational quotes” video at the beginning of the meeting also helps call their attention.

Q—What if the sound levels are not right for the music, video, or microphones?
A—Ideally you will have coordinated with the Sound and AV Director and venue AV Tech to go over sound prior to the meeting and agreed on how to signal him or her to adjust the sound when appropriate. If not, instead of moving ahead with poor sound volume, have your Assistant Director go speak with your Sound and AV Director and the venue AV Tech to fix the problem, and then proceed with your meeting. Ideally, your Sound and AV Director can handle it without interrupting the meeting.

Q—When announcing awards, there is not very much support or applause from the audience. How do I get the energy going?
A—Take a moment and instruct the audience to let the award recipients receive the appropriate celebration for their hard work, and that this is their moment, so please give an energetic applause as their names are announced to come across the stage. If there are a lot of awards and it takes a while, keep asking the audience for their support.

Q—What do we do if we are experiencing technical difficulties?
A—Sometimes technology doesn’t work the way it’s supposed to no matter how much you prepare. If this happens, have the Event Host invite a couple attendees to the stage to share product experiences or business success stories while you get the complications ironed out.
That was awesome. Seriously, good job! Your whole team really pulled together and created an event that truly changed lives. The hard part is over; you’ve just got a couple of final steps before you’re all done.

**Take Down Product Display (Product Display Creator)**

**Collect Paperwork (Event Director)**
Send all pertinent paperwork to designated contact at Melaleuca, including Convention order forms, attendance forms, sign-in sheets, or completed awards forms by 8 a.m. the following day.

**Box Up Melaleuca Materials and Banners**
Box up and return all company materials to Melaleuca (except unused paperwork). Fold up banners, place CDs or DVDs in padded envelopes, and return podium sign.

“It was at a Melaleuca event that I made the decision to do Melaleuca full time. I had a moment where I said, ‘This is what I want to do, and this is something I’m really proud of.’ It was a big moment for me.”
—Executive Director 2 Mandy Limbert
OUR MISSION:

TO ENHANCE THE LIVES OF THOSE WE TOUCH BY HELPING PEOPLE REACH THEIR GOALS SM