



Vision Source[®]

A STEP-BY-STEP
GUIDE TO
PLANNING AND
EXECUTING
A SUCCESSFUL

STYLE SHOW

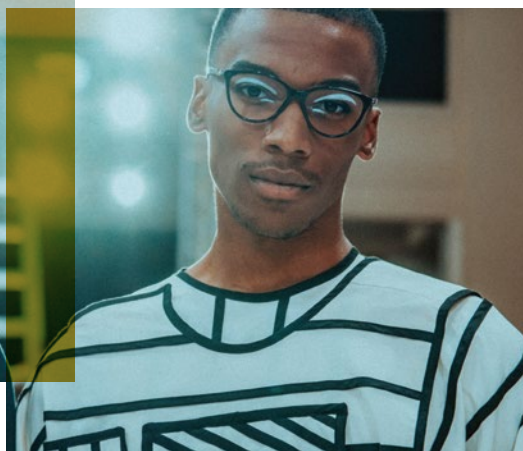
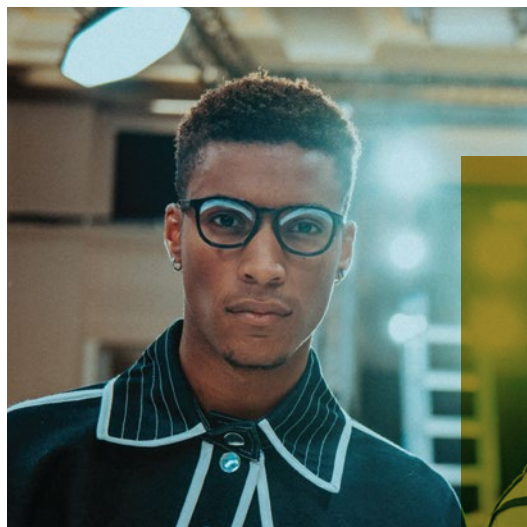
PATHFINDER FOR A SUCCESSFUL STYLE SHOW

**OPTICAL STYLE SHOWS CAN BE WILD
SUCCESES OR TOTAL DISASTERS. HERE
IS AN EASY TO FOLLOW, STEP-BY-STEP
GUIDE TO PLANNING AND EXECUTING
THE PERFECT STYLE SHOW.**

WHAT IS AN OPTICAL STYLE SHOW?

A style show is the same as a trunk show but with a strong focus on fashionable frames. Style shows are special events held once or several times a year. It showcases the entire office and staff, especially the optical area. Style shows usually have a theme, one or two featured frame vendors, and provide an opportunity for everyone involved to have a fun (and profitable) day.

After deciding to host a style show, it is important to establish a team who will start preparing for the big event. Whether it is a doctor or a key staff person leading the style show team, someone needs to be in charge. If there are enough staff members, having a team to work with can not only spread the work around but can also be more creative and fun. The leader sets the expectations and tone for the event, assigns tasks, holds team members accountable, and keeps everyone focused.



**12
WEEKS
PRIOR**

Begin working on the details (day, time of day, etc...).

**10
WEEKS
PRIOR**

Choose a theme and develop sales and promotional ideas.

**6
WEEKS
PRIOR**

Create an invitation, flyers, and signage.

**4
WEEKS
PRIOR**

Organize the advertising and address mailings and flyers.

**2
WEEKS
PRIOR**

Increase activity on Facebook and Twitter, begin newspaper and/or radio ads, and mail flyers and invitations. Decide on food, beverages, and staff attire. Hold a team meeting to go through a checklist for any omissions or changes.

**STYLE
SHOW**

Get the team together an hour prior to review goals, duties, and remind everyone to smile and have fun!

**AFTER
THE SHOW**

Do the event metrics. Meet with the team to review. Send thank-you notes.

THE BIG PICTURE

12
WEEKS
PRIOR

SETTING A TIMELINE IS CRITICAL TO EFFECTIVELY MANAGING ANY EVENT.

FOR A STYLE SHOW, BEGIN WORKING ON THE DETAILS 12 WEEKS PRIOR TO THE TIME OF YEAR YOU HAVE CHOSEN.

10
WEEKS
PRIOR

It is best to schedule a style show during a slow period in the business cycle, enhancing profitability and allowing more time to handle all the details. The most successful style shows occur in the spring and/or fall, but some practices prefer a summer date if the focus is sunglass sales. Choose a day of the week that fits the practice and staff schedules best. If your practice is in an area with foot traffic, Saturday is an ideal day. If it is in a medical or professional building, a Wednesday or Thursday afternoon and evening may work better.

Optimal hours on a weekend are 10:00AM to 2:00PM, whereas the best weekday hours are 2:00PM to 6:00PM or 4:00PM to 8:00PM, depending on whether or not your practice is open evenings. Limiting a style show to four hours keeps it well-paced and encourages active purchasing.

10 WEEKS

before the style show, choose a theme. Let the creative juices flow and make lists of ideas without editing. Themes can be simple or exotic, with the best ones being fun and exciting for staff and attendees alike. Some simple themes include sunglasses, back-to-school, holidays, or sports. More elaborate themes can include current or old movies (*Pirates of the Caribbean*, Disney), the Roaring Twenties, a Hawaiian luau, etc.

Also select the frame vendor or vendors that provide your practice with the bestselling frames and are requested the most by patients. Choose vendors who offer the best profit margins and can also help with door prizes, food, beverages, and sponsorship/marketing dollars. It is wise to include no more than four frame vendors; two vendors is ideal.

Likewise, at the 10-week mark, develop sales and promotion ideas for the style show. Some ideas include:

OFFER SINGLE VISION LENSES FREE WITH A FRAME PURCHASE.

Patients perceive this concept as being a high-value promotion but the practice cost is minimal. It also increases the sale of lens add-ons, such as A/R, scratch resistance, and blue light protection.

RAFFLES!

Hold a raffle at intervals during the show with a grand prize drawing at the end.

DISCOUNTS & ADD-ONS.

Write various discounts, lens add-ons, or prizes on slips of paper and put them into balloons. Attendees can pop a balloon to reveal their prize.

PRIZES!

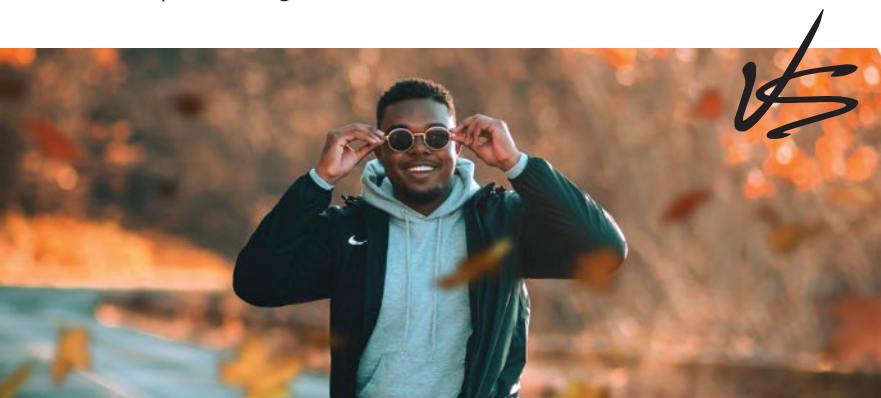
Build or buy a *Wheel of Fortune* wheel with colors representing various prizes.

GIFTS!

Offer a gift with each purchase.

SOCIAL REWARDS.

Give a prize or discount to patients who "like" the event on Facebook.



WEEK 6



At week six, create an invitation, flyers, and perhaps signage. Some practices find it effective to mail their patients invitations while other practices have better results using their Facebook page, Twitter, and email messaging using services such as WebSystem3 or DemandForce.

Don't forget to advertise the style show on the practice's website. Design flyers or emails to be short and simple. Include the date, times, featured brands/collections, and promotions. It is relatively easy and inexpensive to have colorful posters created to display around the office as well. These can be displayed in lobbies, the optical area, and in windows. In some areas, newspaper or radio advertising works well to reach desired market segments, whereas in other areas it is best to purchase a mailing list custom tailored to the desired demographic characteristics.

Portable black signs can be very effective in front of a building or on a highly traveled street. They can be rented by the day or week in most areas.

Encourage the staff to use word-of-mouth marketing by telling patients, friends, and family about the upcoming big event.

“Get the staff involved and excited!”

Assign a team member to take pictures of the style show to put on the practice's website and Facebook page before and after the event.

6
WEEKS
PRIOR

Sell them on the **DESIGNERS, PROMOTIONS, AND BUZZ**

4
WEEKS
PRIOR

WEEK 4

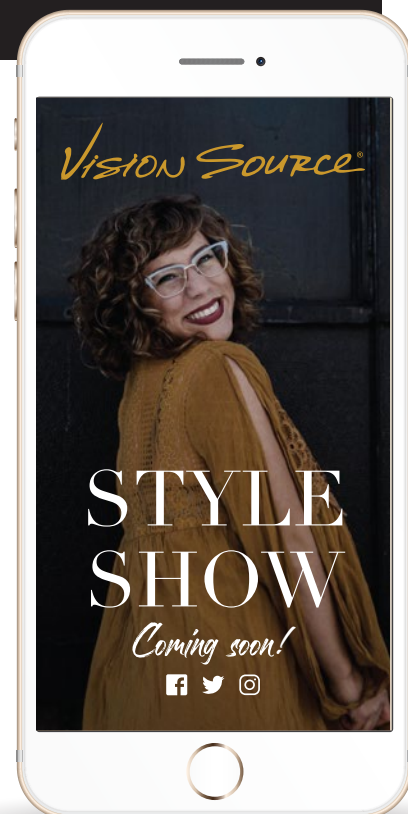
When week four arrives, organize the advertising and address mailings and flyers.

Use the practice's management software to invite key patients who have made significant purchases in the past. Notify patients with an upcoming appointment about the style show, enticing them to think about new eyewear.

Encourage patients who need exams to make appointments so they can use their newest prescriptions when making a purchase.

Post event updates on Facebook and Twitter. Train staff on the features and benefits of the brands that will be displayed and available at special pricing during the show. Ensure that frame displays and optical décor are clean, fresh, and inviting.

clean + fresh + inviting



AT WEEK TWO BEFORE THE EVENT, INCREASE ACTIVITY ON THE PRACTICE'S FACEBOOK AND TWITTER ACCOUNTS. BEGIN NEWSPAPER AND/OR RADIO ADS IF THEY ARE A PART OF THE OVERALL MARKETING PLAN.

PUBLICITY



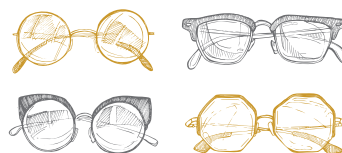
Mail the flyers and invitations that have been created and printed, and send electronic marketing messages as well. Consider asking staff make personal calls to the practice's best patients and optical customers using a script for guidance. Keep a phone log, and set a goal of 10 to 20 calls per day. Be sure to also invite contact lens patients to come in and shop for backup glasses, computer glasses, or sunglasses.

When booking examination appointments for the date of the style show, try to concentrate on private-pay patients and those with better insurance plans. Try to limit the number of non-examination patients, such as contact lens checks or follow-up visits.

Assign a staff member the responsibility of taking pictures and updating social media to promote the show. Followers will be reminded about the event and may share it with their friends.

TIP:
Download social media graphics from the Marketing Toolkit to promote your event.

2
WEEKS
PRIOR





PRESENTATION IS EVERYTHING

DECIDE ON THE FOOD AND BEVERAGES THAT WILL BE SERVED DURING THE STYLE SHOW. COOKIES AND PUNCH WORK WELL FOR AFTERNOON SHOWS, BUT APPETIZERS AND WINE MAY BE A BETTER CHOICE FOR EVENING EVENTS.

Be creative and have fun with your choices, perhaps tying them into the theme if possible. Music can also be an important element in creating the right ambience during the style show, again matching it to the theme if possible.

Spend some time coming up with ideas for how the staff (and even the doctor) will dress during the show. Theme-related clothing adds to the aura of fun and encourages the staff and guests to participate in the planned activities.

*Be creative
& have fun!*

2
WEEKS
PRIOR

SHOW FLOW

WEEK 2 IS ALSO A GOOD TIME TO HAVE A TEAM MEETING TO REVIEW WHAT HAS BEEN ACCOMPLISHED AND MAKE SURE EVERYONE IS ON THE SAME PAGE.



Go through the checklist to catch any omissions or necessary changes. Get additional ideas that may have developed—use the creativity of the team to get them excited and make the style show a stellar event. Be sure to review everyone's responsibilities in the final preparations and on the day of the show. Set a reasonable sales goal that is understood and embraced by the leader and staff.

Consider rewarding the staff, and perhaps even the sales reps, for exceeding the goals and having a record sales day. While praise is essential and always well-received, the motivation of a sales bonus can add extra excitement and commitment that can carry forward into heightened staff morale.

2
WEEKS
PRIOR

“A SALES BONUS CAN ADD EXTRA EXCITEMENT AND COMMITMENT”

EVENT DAY

GET TOGETHER WITH THE ENTIRE TEAM AND THE FRAME REPS AN HOUR PRIOR TO THE STLYE SHOW. REVIEW GOALS, REVIEW DUTIES, AND REMIND EVERYONE TO SMILE, INTERACT WITH PATIENTS AND,

*most importantly,
have fun.*



GO OVER THE SALE SPECIALS AND PRIZES AND HAVE THE REPS REVIEW THE FEATURES AND BENEFITS OF THEIR FRAME LINES.

Many patients have insurances or eyewear plans that provide discounts on glasses. It is critical to decide ahead of time how to properly take care of these patients during a style show. It is recommended that discounts be applied to frames only, and in the event the patient has a benefit toward a frame, the better of the two discounts (frame show versus insurance) is applied to the purchase. This policy should be clearly stated in all marketing and advertising to promote the show to avoid misunderstandings on the day of the event.

STYLE
SHOW

PAYMENT POSSIBILITIES

Offering payment options for those purchasing eyewear at a style show may assist in finalizing transactions and increasing sales.

LET PATIENTS KNOW UP-FRONT ABOUT SPECIAL FINANCING ARRANGEMENTS. VISION SOURCE MEMBERS HAVE A DISTINCT ADVANTAGE WHEN OFFERING CARECREDIT FOR THEIR PATIENT'S PURCHASES.



As with any well-planned event, things do not always go as expected. Stay calm, smile, and make the best of the day. Maintain an upbeat attitude: it is infectious! Be sure to compliment staff for their work, especially in front of patients. Keep a list of behaviors or elements of the event that could be improved upon for a later review—do not comment on them during the day.

*Maintain an upbeat attitude:
It is infectious!*

**STYLE
SHOW**

AFTER THE SHOW

DO THE EVENT METRICS:

DETERMINE THE COST OF THE EVENT (FOOD, ADVERTISING, DECORATIONS, MATERIALS, ETC.);

RECORD THE SALES;

COMPARE WITH THE REVENUE OF AN AVERAGE DAY;

EVALUATE THE APPROXIMATE TIME SPENT PER PATIENT FOR EACH TRANSACTION;

EVALUATE DISCOUNTS AND INSURANCES UTILIZED;

DETERMINE THE EFFECTIVENESS AND SALES OF EACH FRAME REPRESENTATIVE.

Have a short meeting with the team to review the day. Discuss the entire process, making notes of what to do—and not to do—for the next style show. Celebrate everyone's accomplishments, praising them for their efforts.

Send thank-you notes to the frame vendors who participated and to the patients who made purchases at the style show. Consider including a comment card for feedback about the show that will help in creating better future events. Keep the list of attendees—they are potential guests at the next style show.



**AFTER
THE SHOW**