



HOW TO HOST A SUPER WEEKEND EVENT

Congratulations on taking the initiative to host your own Super Weekend event! The tips and information in this document will help you prepare for your event and know what to expect. Make sure to review the [FAQs](#), which will answer basic questions about hosting a Super Weekend event. Also read [How to Promote Your Super Weekend Event](#) to increase your event turn out and ultimately help more people benefit from the information and training they'll receive at your event.

MEETING PREPARATION

Item	Detail	Tips
Personalize your event	Think about adding a theme to your event to make it fun and increase excitement. Successful events have included themes such as 80's, Disco, Black and White, Specific Color, Luau, etc. Get creative and have fun.	Make sure to clearly communicate your theme in your invite so guests can prepare accordingly. Ask your team for theme ideas so they feel involved in the process.
Delegate Duties	Share the meeting responsibilities with others on your team. For example, one person can coordinate a Shakeology tasting (if you decide to serve it), one person can handle registration and another a raffle.	Create a sign-up sheet that lists the meeting responsibilities and share it with your team in a Google doc so they can choose their role and get involved.
Practice, Practice, Practice	Don't walk into your meeting blind. The best way to build your confidence and prepare for speaking in front of your guests is to practice. You will receive the materials for your event a few days in advance. Use that time to nail down your presentation and get comfortable with the content.	Ask for feedback. Invite a few team members to your home, or a Zoom call to practice the presentation and then ask them for tips and critiques.
Follow up	Follow up with your invite list. If you used evite.com or another free online invitation service, make sure you have sent a reminder or called people who have not RSVP'd. Following up will increase attendance.	When you follow up, encourage them to bring a guest. Consider offering a prize raffle for those who bring a guest as an incentive.

MEETING PREPARATION

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Download the Materials	You will receive the materials for your event from the corporate office, via the email address you used to register your event. Download the materials to your computer. You will need PowerPoint to view the slides and a video program like iTunes, Quicktime or Windows Media Player to play the video presentation on your computer. The video is intentionally separate from the slide deck, not embedded. The Talking Points you'll receive match the PowerPoint slides so you can speak with confidence.	You can stream the video onto your laptop or large screen if you have highspeed Internet access at your event. <u>Before your event</u> , make sure to complete at least one run through of the presentation and video on the computer you will be using to make sure everything works correctly.
Personalize the Materials	Review the Talking Points and add your own personal touch. Make sure to add a few notes about the Coaches you are featuring so you can give them the proper introduction on the day of the event. You always want to recognize successes and share a few facts about each speaker before they take the stage. (i.e. Coaches sharing their personal fitness or Coach business success story.)	You don't have to modify the Talking Points if you feel more comfortable using what's already created. Do what is comfortable for you so you can speak with confidence.

MEETING DELIVERY

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Invite Story Tellers	Prepare 1-2 Coaches on your team ahead of time who can share their personal Success Stories at your meeting. Each story should be about 3–4 minutes in length. One story could be about a fitness transformation and one about a financial transformation. Your goal is to feature people with real stories and real results.	Spend time helping your Coaches prepare their stories and have them share it with you to see how it sounds and to make sure it's within the time limit.
Music	Before the meeting starts feel free to play your own upbeat music to set the tone for the meeting. Have fun!	Consider asking your team what their favorite songs are to create a fun playlist that everyone will enjoy.

MEETING DELIVERY

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Start on time	Set a precedent early on that you start your meeting on time. Your team will appreciate the discipline and focus.	Make sure everyone helping out with the event knows to show up early so everything is ready to go.
Start with the end in mind	What do you want to accomplish at your event? What goals have you set for yourself and for your team? Use this meeting to have an open discussion about goals and activities with your team. Ask yourself this very important question; Now what? After learning about the new products, new promotions and new reward programs, what will you do with this information tomorrow? What is your plan?	Schedule a follow up team meeting after your event to discuss what you learned and to set your individual and team goals for the next quarter.
Create a Team Culture	What do you want to be known for? Just like Beachbody has created a culture of like-minded individuals focused on getting fit and healthy and helping others achieve their goals, what is your team focused on? What does your team represent? What's your team slogan? Do people joining your team understand your team focus? Our most successful Coaches have created a team culture that breed's loyalty, spirit and success.	Brainstorm with your team on what you want your culture to be.
Call to Action	At the end of every Super Weekend video and presentation, there is a focus for the next 90 days. Pay attention to the recommended action items. This is a sure way to get everyone in the room focused on the same activities at the same time. With everyone working at the same pace in the same direction, you'll get the most traction towards your goal.	Communicate the call to action on your team calls, Facebook pages, and other social media so that everyone is on the same page and working together toward the same goal.