

Use These VIRTUAL Events to Stay Connected to Clients and Prospects

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During this time of “social distancing,” use these virtual events to engage and bring fun, comfort and mental ease to your clients and to prospects as well.

Using your virtual platform (Skype, GoToMeeting, ZOOM, WebEx, etc.), set up and send an email invitation to announce any of the virtual events listed below.

Tips for a Successful Virtual Event

- ☐ To encourage everyone to participate, divide your clients and prospects into groups of 20-30 households and host multiple events.
- ☐ Keep events to about 30 to 40 minutes in length.
- ☐ Send step-by-step instructions and the platform link in each invitation to join.
- ☐ As a great way to expand your future client base, **be sure** to tell your clients to send the invitation link to their friends, family and colleagues at work so they can also join too.

Virtual Events

- **Laff -a-Lott** . Call a local comedian group and have 4-5 of them tell clean jokes for a half hour from their location(s)
- **Tell us What is Hot on Netflix in Your House Right Now** that we should be sure to see
- In three minutes, **Share Your Best Easy Recipe of Things You Already Have in House**
- Host a virtual Book Club, **What Are You Reading Now That is Fantastical**
- Ask a **magician**, or three, to virtually entertain the kids for 30 minutes so the adults at home get a break
- Ask a Professional Chef to do a **Cool Virtual Cooking Class on an Easy Entre or Two**
- Have a **Share the Cool Things You've Done to Stay Entertained While You Are Housebound**
- Have a **Learn and Share Tips to Make Working at Home Together with the Kids & the Pets**
- Reach out to the local chapter of the National Speakers Association and ask for speakers to virtually bring messages about **Relieving Stress** or **Working from Home** etc.
- Set up **Story Time for the Kids** a couple of days a week. Contact your local Story Tellers group or the local chapter of National Speakers Association and have them recommend speakers who are story tellers for children.
- Partner with the Association or Group that supports your Vertical Market and offer to host a virtual member update on **How They Are Coping**.

- Have a virtual ***What is the First Thing You are Going to Do When This is Over Party*** - Costumes welcomed.
- Hold a ***Share-A-Thon about How are You Making Time for You During This***
- Host a virtual **Coffee Hour** with you clients to share their positive experiences during this time.
- And this from my dear friend and client, Tom Freeman, Host a ***Virtual Happy Hour*** and invite people to describe what they are drinking and why.

Now is the time to put your people skills on display and demonstrate your creative and caring character. These events don't have to be perfectly produced to be worthwhile. Just be a gracious host and if it is a sharing event, be the MC and call on people who attend to share. It keeps it "somewhat" orderly but no need to over manage. Just have fun! Remember, interactive relationships drive revenue. Be there for them. **People need you now more than ever.**

The next big thing after this crisis will be a new client acquisition war; don't make your clients a target!

Stay connected, stay safe ,be well and Purell!

Warm regards,

Richard

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