20-20-2 Technique Guide: Health Fair Planning

10-Points to Planning your Health Fair:

- Objective of a Health Fair
- Access your Target Audience
- Book an Event
- Pick a Date
- Pick a Location
- Pick a Time Frame
- Set a Budget
- Determine what is Needed
- Book other Vendors
- Coordinating the Event
- Set Up
- During the Event
- After the Event

Plus a Sample Vendor Contract!

10-Point Health Fair Planning Guide

The Health Fair Planning Guide provides a step by step guide for planning, implementing, and evaluating a health fair or marketing event. This guide will provide suggestions and may need to be modified for your specific event, but will walk you through a successful event.

1. **Objective of Health fair** - First determine what the objective of your health fair is. Below are four objectives to keep in mind when you are thinking through your health fair and what you want to get out of it.

    a. **Community Outreach:** Increase health awareness by providing health screenings, activities, materials, demonstrations, and information.

    b. **Promote Practice:** Introduce yourself to the community

    c. **Make a difference:** motivate participants to make positive health changes.

    d. **Identify topics participants might be interested in for future health programs.**

2. **Assess Your Target audience** - The next step is to determine who you want to target. Are you interested in connecting with companies and employees, community members, gym members, or other types of people? Below is a list that can help you to begin directing your thoughts towards reaching the right people.

    a. **Research companies and buildings close to your practice.**

        i. Take a walk and make a list of companies close by

        ii. Google map search your address and then see what is close and could be a potential contact.

    b. **Make a list of potential businesses that may be suitable to host the event.**

        i. Large corporations

        ii. Building management

        iii. Banks

        iv. Local restaurants, coffee houses, etc.

        v. Apartment buildings

        vi. Yoga studios, gyms, etc.

    c. **Determine who to contact**

        i. Large corporations: Human Resources

        ii. Building management: Tenant Relations

        iii. Banks: Branch Manager

        iv. Local restaurants, coffee houses, etc.: Manager or owner

        v. Apartment buildings: Management office

        vi. Yoga studios, gyms, etc.: contact the person who owns/runs the studio or the general manager

    d. **How to contact them**

        i. Cold Call

        ii. Professional Letter

        iii. Email

        iv. In person

3. **Book an Event/ Get in the door**

   a. **How to sell the event -** Figure out how you can re-frame the event so you can “sell” it to the person that you had made contact with. For instance, if you choose to do your event at a local company, you may tell your contact in human resource department that “This is a feel good event to help boost morale and the awareness of health for your employees. It’s a great way to give back to your employees, at the same time, introduce them to various resources that they can use to become more stress-free and healthier. It helps to build better “relations” between your company and employees because it shows that you care.”

      i. Employee relations

      ii. Tenant Relations

      iii. Customer Relations

   b. **Determine type of an event**

      i. **Feel Good Event** - This is an event where you offer your services. Usually in a private room where people can come in, try your services, for a small or no fee.

      ii. **Full Health fair** - This event has various vendors; acupuncturists, massage therapists, eye doctors, chiropractors, dentists, yoga studios, you name it. These kind of events allow you to bring in more than just yourself. You actually get to put on an “event” where many types of vendors come. You can and should charge each vendor anywhere from $75-$250 for attending. If you have set up the event right, you should have no problem getting other healthcare providers and like-minded businesses to join you as vendors.

      iii. **Company Sponsored** - this event is where a company will host the event and invite you to come join them.

   c. **Pick a date**

      i. Avoid Mondays and Fridays because a lot of employees have those days off. This does not apply in a bank or restaurant settings as sometimes Fridays are very busy days. Make sure to discuss the best time with your contact, as they will know best. If employees are to busy during the event, they will not attend.

   d. **Pick a location**

      i. Remember to sell the fact that you can work within any space.

      ii. Visit the location and look at spaces your contact and host suggests

      iii. Make suggestions if you see something else that might work best. Remember you know how an event will work, they do not, but they know how their company is run. Use everyone’s input to find the best location.

      iv. Large Corporations

         - Conference rooms and break rooms are great.
         - When working with building management for large buildings, the main lobby of the building will get you a lot of exposure so push for that and stress that you can stay out of the way. However, conference rooms can also be used.
         - For Banks, restaurants, coffee house, etc. it will depend on your target audience. For employees a break room would be good selection, for customers, the building lobby would be best.
         - Apartment Buildings lobby are best

   e. **Pick a time frame**

      i. Lunch Time - the best time is from 10-2pm

      ii. Evening - the best time is from 4-8pm

      iii. Length of time - usually 4 hours is a good time

4. **Set a budget**

5. **Determining what is needed for the event**

    a. First have a meeting with your host; what do they want to see at the event? Most contacts want chair massage, snacks, cholesterol/glucose screening, body fat and blood pressure.

6. **How to book other vendors**

    a. Cost for vendors

    b. Screenings for vendors

    c. Contract for vendors (see last page for sample vendor contract)

7. **Coordinating the Event**

    a. Marketing the Event

    i. Flyers - make flyers and distribute them to the places where you are hosting the event, around the general area and in your clinic to inform your patients that you will be doing a health fair

    ii. Emails - send an email to your patients and create an email for the event contact person so he/she can also send an email with the event information to their employees/patrons

    iii. Social media - post it to your Facebook and Twitter accounts and other relevant electronic bulletin boards

    iv. Vendor Marketing - Give email text and flyers to your vendors so they can promote the health fair via their marketing channels

8. **Set up on day of event**

    a. Check list of what will be needed (see Acupuncture Health Screening e-book)

    b. Table Layout

9. **During the Event**

    a. At your table

    i. Offer a screening

    ii. Have a greeter or two

    iii. Have your schedule and sign up form for them to fill out

    iv. Offer a deal for them to come back to your office, in this case, offer them a stress reduction treatment (20-20-2 technique)

    b. Touch base with Vendors

    i. Make sure they are doing well or if they have any questions.

    c. Touch Base with Contact/Host

    i. Make sure your Contact/Host is happy. They need to be if you want to be able to come back again.

    ii. Make sure they are encouraging their employees or customers to attend the event.

10. **After the Event**

    a. Leave the space as you found it, it is very important if you want to leave a good impression and be able to host another event.

    b. Touch base with host before leaving, make sure you leave them happy.

    c. Follow up with the host by phone call or e-mail. Schedule next event. Talk about anything that might need to be changed. Find out what they thought was positive and negative.

SAMPLE VENDOR CONTRACT

Vendor Agreement

Company Name:
Address:
City/ST/Zip:
Phone/Fax:

Vendor Name:
Address:
City/ST/Zip:
Phone/Fax:

This is an agreement between {company name here} and {vendor name} (here after known as "Vendor") for event and or health fair production. {Company name here} agrees to provide to Vendor and or Vendor's approved agents, ____ (number) events and or health fairs (see dates below) where Vendor will display products and or services with {company name here} as a participant of events or health fairs. {Company name here} can not and will not warrant these events and/or health fairs for number of attendees; or against schedule changes or cancellations; or for Vendor's business success of any event. {Company name here} may discontinue this agreement and not provide the events mentioned herein for Vendor's failure to attend an event without 72 hours notice and or unprofessional or unbecoming conduct while at any {company name here} event. {Company name here} will make any refunds against the single event price of $_____ an event. {Company name here} requires at least 72 hour notice of cancellation of registration for an event to receive a refund; cancellations received 72 hours in advance, but fewer than five days prior to an event will be charged a $50 cancellation fee or the value of one event.

{Company name here} and Vendor

Vendor agrees to pay {company name here} for ____ event and/or health fairs. Terms: mutually agreeable to {company name here} and Vendor. Payment Due at time of signing agreement.

Event Location / Date

1. Columbia Center Health Fair , June 14th, 2011
2. Market Square Co-op, July 18, 2011
3.
4.
5.
6.
7.
8.
9.
10. See attached for additional events

I have carefully read and agree to the terms, provisions and event dates discussed herein:

Signature: ______________________________________ Date: _________________