

Annual Community Events

Materials needed: Minimal
Cost: Expect \$200 to \$500
Time Commitment: Consider this an annually recurring event taking a few months to plan and a few weeks to execute.

Who does it?: Staff with final help from the doctor.

Purpose: To get your name known and recognized in the community

Goals: Generate name recognition and get new patients.

Method: Find a category that can fit with your practice style, personal interests or marketing emphasis. Examples are, The Greatest Community Sports Promoter, The Business of The Year, The Senior Support Person of the Year, Local Woman (or Man, or Teen, or Musician) of the Year, Whatever category the local community can take an interest in and isn't being done now. Once you've selected a category that can dovetail with your practice determine what the selection criteria will be. Keep it simple and really broad. (The person that has best aided in the promotion of youth sports, the person that has provided the most unique business enterprise in the last year [profitable or not].)

Start five months early and determine the prize or prizes you will give. (A weekend for two at a resort, A \$\$\$ shopping spree at a selected mall, something that has tangible value.) These prizes can be bargained and shopped for discounts if you look for them and ask the final providers. You can even often get free tickets to events and theme parks for your noteworthy Annual Event. In the San Diego County area you can often get free tickets to the SD Zoo, Sea World, Wild Animal Park, Legoland, etc., discount tickets at major or resort hotels, especially if there is a black out for high season usage, and even limousine services. Put these together for a final prize or use extra ones you receive as runner up prizes. You'll be amazed at places like Target, WalMart and others that may be willing to help sponsor your Annual Event and provide gift certificates. Block Busters, McDonald's, Burger King, almost any major franchise chain is actually set up to do these things especially if you ask them to be a co-sponsor along with the media promoters (try to get one in each media field to co-sponsor the event).

Determine your target group in the community. Begin by making up flyers promoting the Annual Event and the Prizes for the winners. Get the work out as often and as far as you can. Make up news releases and keep sending them to EVERY local publication, radio and tv station and post them at public locations, stores, libraries, parks, schools, etc. Keep sending news releases every two weeks. Include samples of some of the entries for interest. In other words, promote the #\$\$%\$ out of it.

Plan on having a public award ceremony in a location where people can feel comfortable, a large meeting hall, a park building, a shopping mall, etc. Make sure to invite all the newspapers and radio and tv media to the event. Try to even get the mayor or a city councilman to participate. Just make sure that your name appears minimally in ALL literature as "sponsored by Dr. Rich of Affordable Chiropractic" in small but readable print at the bottom. When the award is given make sure you are the one handing the award, (the mayor may present it but you want your picture with both the mayor and winner).

Almost any event anywhere starts out small and grows. Within a few years you will become one of those local celebrities that people want to come to when they need help. The key to this is to promote Promote, PROMOTE and keep it up annually.

Motivation: People want to acknowledge worthy others they know. People want to be acknowledged for what they do. The public needs and likes feel good stories. When you provide all these the public begins to connect you with these worthy efforts.

Future Activity: Keep this up every year.

Extras: When you finally pick the winner or winners, make absolutely sure you send an acknowledgment to all the rest as thanks for participating and "enclosed is a certificate for a free (whatever you want to provide from your office)". Consider free exams, 50% off massage, Free minimal cost nutritional product, or whatever you have. This is the second and current reward for your efforts. You will draw people in by word of mouth, connections with worthy causes and

dignitaries, and generate a good feeling toward you which translates into easier patient acquisition.