

Important Notes & Actions From AEM Meeting 16th January 2020

1. NEW SMC & SOCIAL MEDIA 2020 SPREADSHEETS (including new figure reporting spreadsheet)
AT:
<https://docs.google.com/spreadsheets/d/1FMgLy4OK7c3kbbKOgg8-j212IPFVcmIMkaf8gMoEpAI/edit?usp=sharing>
2. Please note that SMC commission will all be paid upfront rather than monthly.
3. All AEMs should be interacting in FB community, and it is important to tag all involved (All hostesses, speakers, venues, etc) in events in relevant social media posts and encourage them to promote via email, social media, message and in person.
4. Take time to look over and familiarise yourself with new layout on www.herbusinessrevolution.biz (all area Networking Meetings are on www.herbusinessrevolution.biz/networking-events) - all meetings/smaller events should be put on your Eventbrite and link and description sent to serena@herbusinessrevolution.biz asap so these can be added to website, mailout newsletter and central social media platforms.
5. All Eventbrite and website admin for larger HER events will now be handled centrally, and a referral link will be set up for the AEM and Hostesses to use to promote the big event and to track ticket/stand/sponsorship sales. The venue will also be booked centrally, and HQ will support AEM's in arranging speakers and event entertainment, with the aim to encourage AEMs to focus on their smaller networking events to build up their areas and convert attendees to Superwomen Membership Club members (which will then help to sell tickets to the larger HER Events, which AEMs and Hostesses should also be focusing on!)
6. Reminder of new email addresses and login details. area@herbusinessrevolution.biz, same passwords and login url as before (old email addresses have been connected to the new email accounts!)
7. AEMs to use Eventbrite email function to follow up networking meeting attendees - email to include link to Survey Monkey survey, link to join SMC & saying they can click on their area and find details of the next meeting (and all future meetings) at www.herbusinessrevolution.biz/networking-events

Survey Monkey Survey:

https://www.surveymonkey.com/create/preview/?sm=4r4ARlcMv1O6TwgWsF4xHY_2FpSh_2FKlq8aLnKExVKUJW4_3D

Superwomen Membership Club:

www.herbusinessrevolution.biz/Superwomen-Membership-Club

Additional Notes Added 19th January 2020:

1. Revised SMC Referral Programme:
<https://herbusinessrevolution.biz/superwomen-membership-club-referral-programme/>
2. During each meeting/event use as opportunity to sell SMC, gain bookings for future meetings/events, and gain feedback using survey using a mobile device or tablet
3. Add photos/videos/live stream of meetings/events to Facebook group/page and tag those in attendance in of your event
4. All AEMs have now been added as Editors on the Facebook page so events can be automatically shared to it as Facebook events through eventbrite - then you can invite/tag contributors, usual attendees and anyone who would be interested (also asking them to share the Facebook event and tag/invite others who might be interested too!)
5. Davina to become new Hostess of monthly online networking meetings rather than offer 1:1 calls - this can work in the form of a speed networking session on Zoom, whereby Davina also has a 1:1 session with each attendee to discuss strategy and encourage joining of SMC by giving club benefits as solutions to any problems (a call can be offered by Davina afterwards should the participant be keen and need to chat further) - needs to be put on Eventbrite like other events