

# Have the **Talk** of a **Lifetime**®

Partner UP to Raise  
**YOUR Visibility!**



[FAMIC Member Suppliers](#) and Funeral Homes who Co-Host *Have the Talk* events in communities across the country can benefit.

Co-Hosting events allows two proactive associates to provide positive visibility for those in the funeral and memorialization profession, providing a great educational resource for the community, and serving as a positive community builder. This raises the visibility of both Co-Hosts in the community.

Events don't have to be elaborate or expensive - they just need to be interesting!

Reach out to your Funeral Home contacts and bring the idea of an event based around Have the Talk of a Lifetime to them; some ideas are listed below. More event ideas are available on the FAMIC website, in the event guide.

## Pizza and Pre-Need



Pre-Need Insurance Representatives are perfect to Co-Host with Funeral Home Pre-Need Counselors, and both can be present for this fun event to share stories and give great information!

Invite community members to your Pizza and Pre-Need event and start out with the Have the Talk Conversation Cards.

You can ask participants to just take one card – and share a story with the person sitting next to

them...this is easy, fun and people love to share their stories!

Don't forget to send each family home with a customized Have the Talk Workbook. Once they begin recording their stories, you want them to call you back!

## Preserving Family Memories

Contact local instructors at arts and craft stores such as: Hobby Lobby, JoAnn Fabrics, Michaels, asking for their expertise in educating the community in Preserving Family Memories.

Also encourage enthusiasts to attend the event and display invitation posters for your educational event at their place of business.

Make it a hands-on event!

Supply scrapbooking materials, incorporate Have the Talk® into a DIY family scrapbook. Use the Have the Talk Conversation Cards as questions to generate ideas.

Have a Coffee & Conversation area set-up with refreshments and Have the Talk Conversation Cards.



## Carrying-On Your Family Stories

Contact a local specialist on genealogy/family tradition/history, a librarian or history teacher at a local school, to lead an interactive presentation on preserving family stories.

Have the presenter ask some general questions, that get the group thinking about their family stories. You can find good questions in the Have the Talk Conversation Card decks.

Invite parents and grandparents and encourage them to write down their stories, provide a notebook from the funeral home with your logo on it or you can use the Have the Talk of a Lifetime Workbook with your logo on the front!

A follow-up event could be on ***How to Trace a Family Tree***, or ***Make a Facebook Group Page*** for your family to share photos, videos and stories.

## For Every Event:

1. Announce event through a press release, if possible appear on local television or radio; invite media to cover event.
2. Create invitation posters for your gathering, sharing Have the Talk of a Lifetime® logo and co-hosted by: \_\_\_\_\_ and \_\_\_\_\_ at location (your place of business or at the event space of your choice), remember to include the date and time of your event!
3. Spread the word at senior centers, community centers, with social workers, memory care centers, hospices, local VFWs and American Legions, at book stores, and museums, libraries, etc.
4. Add your event to the Have the Talk Consumer website for added visibility: <https://www.talkofalifetime.org/submit-an-event/>
5. Introduce Have the Talk of a Lifetime® over light refreshments. This is a perfect time to use the Have the Talk Conversation Cards, then get to the heart of your event by introducing your presenter. Make sure that your guests leave with a Have the Talk of a Lifetime Workbook, maybe even a deck of Conversation Cards!

# Have the Talk of a Lifetime<sup>®</sup> Co-Host Event Tips



## Marketing

*To encourage attendance, it is important that people know about your event.*

**News Release:** Send a press release or media alert and include relevant images and logos (if possible). *Follow up by contacting local press one week prior to event.*

**Event Flyers:** Customize and place event flyers around your community and place of business. Have the Talk Event Templates can be found on the [famic.org](http://famic.org) website.

**Social/Event Calendars:** Add your event listing to local social calendars both print and on-line. Make sure to add your event to the Have the talk consumer website: <https://www.talkofalifetime.org/submit-an-event/>

**Social Media:** Use social media sites (Facebook, Twitter, LinkedIn, etc.) to *regularly* promote your event, and include the information on your website.



## Running your event

*Make your event friendly and welcoming to everyone...*

**Attendance:** The average rule of thumb when hosting events is that 50% of those who say they will come actually turn up, so if 20 people confirm their attendance you should expect 10.

**Signage:** Put a sign outside your venue to encourage people walking past to participate.

**Food and Beverage:** Offer complimentary food and beverages. It does not have to be a big feast, but food & beverage is a motivator. *Ask local businesses to sponsor the food and drink.*

**Technology:** Test all technology prior to the event, and make sure that you have a 'Plan B' in case there are technical issues.

**Décor:** Try and make the space as interesting and inviting as possible.

**Music:** Have background music playing when your guests arrive.

**Greeting:** Thank everyone who contributed and welcome everyone who attends. Use the talking points as appropriate. Explain the reason for the event, and give an overview of what will transpire.

**Gather Information:** Ask attendees to leave their email addresses should they want to receive further correspondence from you and/or your business. A sign-in sheet is always an easy way for participants to leave contact information.

**Photos:** Take lots of photos and videos - they can be used in so many ways, including promoting future events. Create a shot list so you remember to take important photos. You may want to have a Photo Release (available on [famic.org](http://famic.org)) signed by participants or a sign posted.

**Follow Up:** Follow up with a thank you to event attendees, and post your photos online and on social media. Be sure to thank your event partners.

**Take Notes:** Debrief your event so you remember what went well and areas for opportunity.