

AVON



PARTY GUIDE

AIN'T NO PARTY LIKE AN AVON PARTY!

CONTENTS

TAP HERE

TYPES OF PARTIES

TAP HERE

THEMING YOUR PARTY

TAP HERE

SEASONAL PARTIES

TAP HERE

FUNDRAISER PARTIES

TAP HERE

BOOKING YOUR PARTY

TAP HERE

INVITING YOUR GUESTS

TAP HERE

PREPPING FOR YOUR PARTY

TAP HERE

THE NIGHT BEFORE

TAP HERE

DURING YOUR PARTY

TAP HERE

THE WEEK AFTER

TYPES OF PARTIES

HOW MANY CAN YOU TICK OFF?

These can be held as online events or in person...

- ✓ Skincare Party
- ✓ Make-up Party
- ✓ Fragrance Party
- ✓ Fundraiser Party
- ✓ Sample Party
- ✓ Halloween/Christmas Party
- ✓ Fashion & Home Party
- ✓ Product Launch Party
- ✓ Sale/Special Offers Party
- ✓ Kids/Teen Make-up Party



THEMING YOUR PARTY

When planning your party, choosing a theme is one of the most exciting parts! Consider yourself and your brand when it comes to choosing a theme. **What do your customers know you for? Is there a category that you consider yourself to be an expert in?** You can even ask your customers what themes they'd like to see, and choose a theme based on their response, and one you're confident in. You'll also want to consider your location too, and ensure your theme will work at your desired location.

AVON PARTY THEMES TO CONSIDER:

**GLOWING
SKIN IS
ALWAYS IN**



SKINCARE PARTY

**WAKE
UP WITH
MAKE-UP**



MAKE-UP PARTY

**CAUSES
CLOSE TO
MY HEART**



FUNDRAISING PARTY

TOP TIP:

- Become an expert – Head to Avon Connect and complete all the training around your chosen theme.



SEASONAL PARTIES

IT'S PARTY SEASON!

Not only is choosing a theme really exciting, but you can also incorporate a holiday or a season within your theme!

Whether it's **HALLOWEEN**, **CHRISTMAS** or **VALENTINES DAY**, there is a holiday for every single occasion. One of the benefits of hosting a seasonal party, is it gives you the chance to showcase all of the exciting and exclusive products that are being launched throughout that particular season or holiday!

TOOLS FOR SUCCESS:



← **YOUR CHRISTMAS SELLING GUIDE**



TOP TIPS:

- Give your customers as much time as possible to shop for the exclusive holiday products.
- Purchase products from First Look that your customers won't have seen before.
- How can you incorporate your theme with the season?
- Add the important dates to your calendar.

FUNDRAISER PARTIES

Avon have always been the company for women, because a better world for women is a better world for all. **We're passionate about raising awareness and funds for CoppaFeel!, Look Good Feel Better, Women's Aid and Refuge.** We know that you are too! We've seen lots of fundraiser parties being held, both online and as in-person events.

WHY A FUNDRAISER PARTY?

You get to showcase to your customers what you and Avon stand for. It's the perfect opportunity to share the impact that all of the donations from your customers has made. Our products that give back also range from makeup, fashion and home and bath and body care, so allows for a broad product range to be demonstrated and displayed. This will be great fun to host, and hopefully lead to new customers in the future.

CHECK OUT THIS VIDEO ON HOSTING YOUR OWN BOOB BRUNCH!



TOOLS FOR SUCCESS:

Get your free party packs from the **Look Good Feel Better** and the **CoppaFeel!** links below:



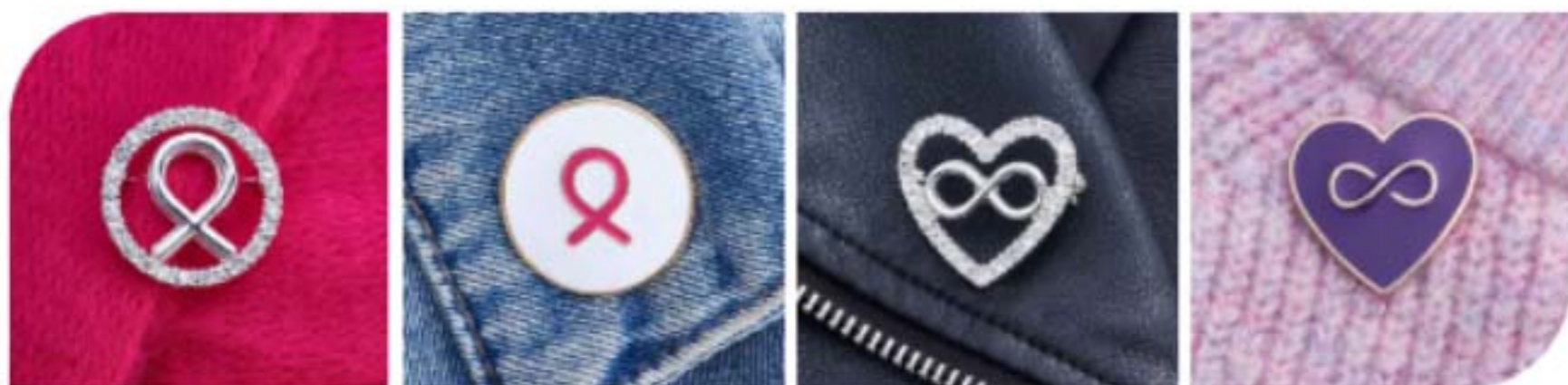
USE THE THE OFFICIAL LINKS:

Coppafeel Just Giving link

<https://www.justgiving.com/company/avon>

TOP TIPS:

- **Make sure you pin it with PRIDE!**
- Set yourself a target for how much you want to raise.
- Be mindful that these parties can be quite emotional, allow space for emotions as well as lots of fun.



BOOKING YOUR PARTY

HOW TO BOOK...

Depending on how you choose to host your party, will depend on how you book it, each one is slightly different.



Whether this be Zoom or Teams, or even Facebook rooms, whichever is your preferred platform, simply create the link in your diary.



Teams parties are great as you can make them more exclusive than a Facebook event and invite a select group.



If this is a more exclusive event, you can charge for your time, or even send out samples and products beforehand at a fee.

Build excitement by sending your links out with the topic/subject as 'Shhhh... It's a secret'!

WITH A HOST

Send a note to your customers saying '**who would like to host an Avon Party?**' You give them sneak peaks, and even extra discount from their next order, or free products.

Build excitement by offering your host a deal they won't be able to refuse.



YOUR OWN EVENT, AT HOME OR ELSEWHERE...

If you choose to host your own party with no host, first decide if you want to host in your own home or elsewhere. If you'd rather elsewhere, look around for pub function rooms and village halls, but make sure that there's clean facilities and access to water for any demonstrations.

You would want to book this 4 weeks in advance and encourage your guests to bring along a friend, offering them an incentive (a giveaway on the day) if they do so.

Build excitement by popping invitations in with all of your customers orders.



FACEBOOK EVENT

If you decide to go live online, it's simple to create the event within your exclusive Facebook group and invite your group members. If they accept, they'll get a notification when you go LIVE and be able to rewatch the event if they aren't able to make it. This event will be free for everyone! These events should be held LIVE, as that way, you can interact with your customers.

Check out our [Creating Facebook Events](#) on Avon Connect.

Build excitement by giving your customers sneak peaks on the event link!

HOW FAR IN ADVANCE...

When booking your party, you need to consider how far in advance you will need to book and let your guests know. This will depend on the location of your party, and the number of guests you wish to invite. We recommend one party a month, as it usually takes two weeks to organise an online party, whilst an in-person party can take around four weeks. Also, consider paydays when booking your party, as they may be more inclined to spend more just after a payday, rather than before.

IDEAL LOCATIONS...

When it comes to location, there are many things to consider;

- Is there a cost involved?
- Is it easily accessible for everyone invited?
- Is there a minimum/maximum amount of guests?

Here are some ideal locations to help you make your decision.



- Local pub
- Community Centre
- Back Garden
- Living room

BOOKING YOUR PARTY CHECKLIST

- Book a date
- Find a host
- Book a venue / location
- Pick my theme

INVITING YOUR GUESTS

There's lots of fun and exciting ways to let your guests know you're having a party. **You can send a simple text or WhatsApp message, create a Facebook event or send out physical invites with your brochures.** You'll need to consider how you communicate with your customers to ensure that you are reaching them in the best possible way. Remember to consider if you want your guests to bring a guest themselves!

Use your **Who Do You Know List** to ensure that you have invited everyone you want to.



TOOLS FOR SUCCESS:

- [Whatsapp Broadcasting](#)
- [Avon Social & Avon ON](#) for your social assets
- [How to create Facebook Events video](#)

TOP TIPS:

- Include an option to RSVP, so you can track who is going to be attending.
- Create a recurring event on Facebook to keep your customers reminded!
- **BE YOU** - However you choose to invite your guests, make sure that you are showcasing your personality within the invite! Keep it fun!

PREPPING YOUR PARTY

DISPLAY

How you display your products is crucial for both online and at events. **Ask yourself these questions when setting up:**

- Does this look professional?
- Are the products on different levels, so you can see everything?
- Is the display tidy?
- Does the display match the theme?
- Do I need to buy or make anything for the display?

PRODUCT KNOWLEDGE

Touch up on your product knowledge ahead of your party, so you can confidently talk about the products and offer advice.

For all of your product knowledge needs head to the [Product Knowledge Community on Avon Connect](#).



GAMES TO PLAY

Consider your guests when it comes to games. Is the chosen game going to appeal to everyone who is attending? Some party game ideas include:

- **Lucky Dip**
- **Pin the lips on the model**
- **Product Bingo**

You can check out Pinterest for more examples of fun party games to play!



DEMOS

Demos are a great way to showcase products.. These can be done by you, , or you can ask guests to demo the products that they love! You can also pre-record videos and show these at your party.

SAMPLES

Try before you buy! Samples give your guests the opportunity to try new products at your party.

We know that 73% of customers are more likely to buy a product after trying it first.

Check out the **Sampling Guide** for more information on showcasing your samples!

PREPARING YOUR PARTY CHECKLIST

- Send out invites
- Order product, samples and tools
- Decide on display layout
- Schedule my social media
- Pick games to play
- Practice my timings

THE NIGHT BEFORE

IT'S THE NIGHT BEFORE YOUR BIG PARTY!

You might be feeling excited, or maybe nervous, but now is the time to make those final tweeks to ensure your party is a huge success! You want to make sure you have everything ready for the next day, so that you can have a stress free morning of the party.

Some things you may want to do are:

- Post on your social media and share your excitement with your guests.
- Take a photo of the location with everything ready and share as a sneak peak.
- Check your RSVP's and send out a message to say how excited you are, as well as reminding guests of timings and location.

REMINDER MESSAGE EXAMPLE:

Hey Sophie :)

I can't wait too see you tomorrow for my 'Glowing Skin is ALWAYS in' party! I am going to be sharing my FULL skincare routine, with my top tips for you to create glowing skin! I will be asking my guests if they'd like to help me with a demo, so please let me know if you would like to! See you tomorrow at 12pm!

Meg x

DURING THE PARTY

It's finally here...

IT'S PARTY TIME!

- Remind your customers throughout your party how they can shop with you. If this is online, **ensure your links are ready**, and if in-person, that **samples, order forms and brochures are ready**.
- **Encourage your customers to ask lots of questions** during demonstrations. This applies to online or offline, if you encourage discussion and you're able to answer their questions, it will build their confidence in you.
- **Keep your host the centre of attention**, get them to go first at games, captain teams or nominate volunteers.
- **Your customers should feel like VIPs**, you could surprise them by offering extra discounts, products and food and drinks (be sure to check for any allergies or dietary requirements beforehand).

HAVE FUN! Parties should be a blast to host and be a part of. The more fun you have, the more your guests will too!



THE WEEK AFTER

The week after your party you should have received all of your customers orders by now.

THE WEEK AFTER CHECKLIST

- ✓ Reach back out to them and say thank you, and pop in an extra sample if you're delivering their products.
- ✓ Link sell a complimentary product to complete their routine/experience.
- ✓ Reach out to anyone else who didn't order, but attended or viewed the party. Ask them how they found it and if they need any help choosing any products.

START PLANNING FOR YOUR NEXT EVENT!

