

Contagious Events



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Contagious Events

The *Most Talked About* "Ticket" in Town

According to Johan Berger, author to *Contagious, Why Things Catch On*, people prefer to share things that make them look good, hip, cool, and in-the-know. Think of it as social currency. Just as people use money to buy products or services, they use social currency, to achieve desired positive impressions among family, friends & colleagues.

A Contagious Event is no different. When invited to a unique, talked about event, it instantly becomes *social currency*.

What are some Contagious Events?

- * CHANEL Lip Gloss Soirée
- * Fashion & Finance
- * Rosé All Day Customized Wine Tasting
- * Glass Blowing Party
- * Vision & Vines
- * Breakfast at Tiffany's
- * Jo Malone Signature Scent
- * Customize Your Own Lipstick



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SPEAKER ♦ HOST ♦ COACH



CHANEL Lip Gloss Soirée

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A CHANEL Lip Gloss Soirée is essentially a white elephant gift exchange, but instead of any old gift, it's a CHANEL lip gloss!

Each guest purchases a CHANEL lip gloss, any color they'd like, wraps it and brings it to the soirée.

All the wrapped lip glosses are put in one section, and each guest picks a number from a bowl.

Guest #1 chooses a wrapped lip gloss opens it, but does not try it on. Guest #2 has the option to steal #1 lip gloss or selects from the pile. You can limit the amount of "steals" or you can make it unlimited.

PRO TIP: Bring an iPad and have the lip gloss colors displayed so guests can see the color they have selected.

PRO TIP: If you love CHANEL lip glosses, or want to gift them, historically each year they will do a Holiday edition of 3 colors in a cute CHANEL makeup bag.

Make it Contagious: It's a super fun event, it's CHANEL so it's highly talked about. Guests "invest" in attending as they have to purchase the lip gloss to attend.

Hire a lip reader (like a palm reader but for lips), a makeup artist that will recommend your ideal everyday lip color, or the best "dramatic" lip color.

Take lots of pictures & post on social media – before during and after!

Have CHANEL cookies made or a cake with the CHANEL logo.



Who to Invite: Clients, prospects, girlfriends – but don't make it too large of a soirée, 20 guests is a ideal guest list.

Where to Host: A restaurant with a dedicated space, it has to be large enough so guests can move around and there is a place for the lip glosses as well as any talent you chose to bring in.

When to Host: Can be conducted any time of year. Really nice in the spring as many ladies ditch lipstick for a lighter lip option in the spring/summer.

Early December is also nice for a holiday girlfriend get together.




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Fashion & Finance is exactly what it sounds like, a fashion show coupled with a financial presentation. Typically you will have fashion “lines” to show and in between you are speaking on the subject of finance. Topics can range from IRA vs Roth IRA, Retirement, College and/or Estate Planning – the stage is yours to customize!

PRO TIP: Hire a live fashion illustrator to memorialize the event. Have her illustrate on branded paper. Frame it for your guests!

PRO TIP: Hosting at a department store enables you to easily put

together swag bags as you can ask the different cosmetic lines to add samples to the bags. Of course, you can add your own literature, branded items, etc. Each swag bag can be placed on the guests chairs.

Make it Contagious: Ask guests ahead of time if anyone would be interested in modeling the clothing for the fashion show, or if they know someone who would be – a daughter, BFF, niece, neighbor.

During the cocktail reception, or when folks are gathering, have different accessories displayed that guests can peruse. For example, if you host a late fall Fashion & Finance event, display unique gift ideas such as the holiday UGG line, home accessories such as NEST candles, unique hostess gifts – possibilities are endless!



Who to Invite: Clients and prospects

Where to Host:

Nordstrom typically has a dedicated space for events. However, if you have a relationship with a local boutique owner and they have the space, host it there. Or, if they don’t have the space, host it at a venue where they can bring items to showcase and talk on the subject of fashion, such as; what’s in, the color of the season, classic pieces, how to accessorize, where to save and where to splurge.

When to Host: You can essentially host a Fashion & Finance event 4x/year – for each season. That way, you can showcase the new spring, summer, fall and winter lines as well as the extra lines. For example, spring Fashion & Finance could include a resort wear line, and the fall – a holiday line: cocktail dresses, New Years Eve dresses, maybe even comfy, cozy PJs!



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ROSE ALL DAY Customized Wine Tasting

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A customized wine tasting event with Michael Kane, CEO & Founder of Wine Snippets from a Wine Snob, is fun, educational, makes you look

great and allows your guests to be “in the know” when it comes to the wine flight you chose, whether it be a red flight, a white light, a bubbly flight or... rosé all day!

PRO TIP: Have a placemat made with the names of the featured wines as well as your contact information.

PRO TIP: Create an invitation so that invited guests can see the food & wine pairing.

Make it Contagious: Hosting at a local winery is always fun, however, you’d more than likely be limited to their wine only.

Find and work with a restaurant that provides you with the latitude of selecting the food and wine pairing. And, if it’s a popular, hard to get into restaurant, even better!

Take lots of pictures & post on social media – before during and after!



Who to Invite: Clients, prospects, girlfriends

Where to Host: A restaurant with a dedicated private space or if you or a client / friend have a large space in their home or backyard makes it more intimate and enjoyable. Coordinate the food menu with the chef or hire someone. If need be, a virtual wine tasting can be conducted as well!

When to Host: Can be conducted any time of year. Really nice in the spring as many folks switch to lighter wines. Also, great to host in the fall so guests can learn about the most impressive bottles of wine when hosting a party or bringing as hostess gift!



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Customized Glass Blowing Event

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A customized glass blowing event is unique and memorable, and participants walk away with a hand blown piece of art; a paper weight, a bubble bowl, a flower, a wine or beer glass, or Christmas ornament.

"Glass is incredible as it's heated to the temperature of lava, it's created from sand, it holds light, it's shaped with our breath and the properties are endless. Glass is everywhere in our daily lives!" – Owner & Founder of Dallas Glass Art

PRO TIP: Schedule a family event in the fall to make a Christmas ornament for their tree. And then, make it annual tradition!

PRO TIP: More than likely a waiver will have to be signed. Email it to your clients & prospects before the event to save time and provide a seamless experience.

Make it Contagious: Most glass art locations offer an event space where you can cater in food and drink. Cater in from one of the more unique, sought after restaurants/catering companies. Be sure to mention it in your invite!

If creating a Christmas ornament for example, host one every year so clients can add to their collection and memories!

Take lots of pictures & post on social media – before during and after!



Who to Invite: Clients and prospects

Where to Host: Most cities have a glass blowing studios, for example, in Dallas, TX there is Dallas Glass Art that offers hands on glass blowing events in a private space.

When to Host: Can be conducted any time of year. Offer different options associated with the timing of the event. For example, hosting in the fall, offer pumpkin or Christmas ornaments.



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Vision boards are a fun and creative way to gather girlfriends, clients and prospects and gain quick insight into the goals, dreams, aspirations and the life they ultimately want to have and live!

PRO TIP: Have a "Vision Book" printed and available to share with guests that include motivational sayings, words, a blank check, etc. It's a really nice touch!

PRO TIP: Make sure to have a lot of magazines from a variety of interests; travel, fitness, decorating, life & leisure, fashion, etc. Ask a local hair salon to save their magazines for you each month for a couple of months before your event so you have a fresh inventory for guests to choose from. Just be sure to schedule a time to pick them up so the salon doesn't throw them away.

Make it Contagious: Have guests bring along their magazines and friends! Showcase the wine you will be serving at the event in the invitation along with a preview of the event. For example, create a vision board yourself and share it in the invite.

Take lots of pictures & post on social media – before during and after!



Who to Invite: Clients, prospects & girlfriends

Where to Host: Can truly be hosted anywhere, including your home! If you chose a restaurant be sure to reserve a private space with the ability to secure the area for at least 2 hours.

When to Host: Can be conducted any time of year. May be fun to host in the beginning of the year when people make New Year's Resolutions. Their Vision Board can align with their resolutions!



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It's no wonder the color is trademarked, there's nothing better than Tiffany Blue, anything!

The iconic 1960s movie Breakfast at Tiffany's is a classic that so many women love, and when it's brought to life through a luxurious event it will surely be talked about and anticipated like no other.

PRO TIP: Engage guests with a fun guessing game and this one can be played as guests are gathering. Fill a vase or glass candy jar with pearls and place on the registration table. Announce the winner and offer a fun prize.



Make it

Contagious: Create a buzz and have invitations made, Etsy is a good resource for this! Go all out and table scape, whether hosting in your home or at a restaurant, Amazon makes it as easy as 1, 2, 3...

- 1 Order silk blue hydrangeas, grab some vases from the dollar store and add instant beauty to the table.
- 2 Add a table runner, or a several as some of your events may be require a long table – you can “piece” them together, just place a vase of hydrangeas where they meet. Place the table runner on top of a white table cloth for a formal and polished look.

- 3 Add some glitz and glamour with diamond table scatter. You can use this for the length of the table, clustered around the vases of hydrangeas or fill the hydrangeas vases with it. However you chose to use it it will add instant beauty!
- 4 A step and repeat is always fun, especially if you want to kick it up a notch!

Take lots of pictures & post on social media – before during and after!

Who to Invite: Clients, prospects & girlfriends

Where to Host: Host a brunch, lunch or afternoon tea at a beautiful restaurant, your home, or even a movie theater, it will be the most talked about ticket in town.

When to Host: Can be hosted any time of year. Breakfast at Tiffany's events transcend time and are great for birthday celebrations, Administrative Professional Day (April), holiday parties, Galantines, engagement/bridal showers – everyone loves Tiffany's!

Jo Malone Signature Scent

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Jo Malone London is a British lifestyle brand known for its unique fragrance portfolio and luxury products for the bath, body and home. Rewriting the rules of perfumery by mixing unexpected combinations of ingredients and providing elegant yet playful concepts where scent is used with abandon, the world of Jo Malone continues to inspire a loyal following.

Host a private event where clients and prospects are able to discover their own signature scent!

PRO TIP: Jo Malone has an engraving and monogramming service which allows you to customize your perfume or candle with a personal message, a special date or your clients or prospects initials.

PRO TIP: Purchase the book Jo Malone: My Story as a follow-up to the event. It's another touch point!

Make it Contagious: Jo Malone offers many events. If the events are intimate allow your guests to chose what they'd like:

THE SCENT FOR YOU Explore the ingredients you love, and are yet to know, as our Stylists take you on a fragrance journey to find a new signature scent.

SCENT YOUR HOME where you discover how to decorate with scent with expert tips on home fragrance.

HAND AND ARM MASSAGE Enjoy a scented, pampering experience and an introduction to layering your fragrances.

Take lots of pictures & post on social media – before during and after!



Who to Invite: Clients and prospects

Where to Host: Major department stores have a dedicated Jo Malone space within the store – makes it super easy! Check on how many guests they can have at once.

When to Host: Can be conducted any time of year. However, many people change their cologne for the different seasons, especially spring and fall. Great Mother's Day and Galentines Day event idea!




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Creating a custom Lip Stick is as easy as one, two, three and four!

1. Create your custom shade with the help of a professional mixologist
2. Chose your finish; matte, satin, sheer or balm
3. Add a flavor: vanilla, pomegranate, mango or mint
4. Name your lipstick!

Lip Lab is located throughout the nation, however, there are many others that offer the same kind of service, simply google custom lipstick

PRO TIP: Creating a custom lipstick can be used to celebrate birthdays, work anniversaries, Administrative Professional Day (April), girls night out, bachelorette parties, bridal parties, holiday parties, mother/daughter day, Galantines – the celebration of lipstick is endless!

PRO TIP: If there is time in between the lipstick color selection and the creation, which there generally is, make reservations at a local restaurant. Many Lip Lab locations are located inside shopping malls, so dining at a restaurant is easy! If that's not an option, be prepared to drop off the completed lipstick to your guest and include a hand written note thanking them for attending, mentioning the event, etc. it's a nice touch!

Make it Contagious: Just the idea of creating a custom color lipstick shade is contagious in and of itself! And the fact that you can chose a scent, the case and you can name it makes it social currency.

Take lots of pictures & post on social media – before during and after!



Who to Invite: Clients, prospects & girlfriends

Where to Host: Lip Lab or any other customized lipstick/gloss retailer

When to Host: Great to host during any change of season as women like to update their lipstick to match accordingly; spring/summer: light lipstick, fall/winter: darker lipstick.



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Top 10 Tips for a Contagious Event

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Pay attention to details. If you're not good at deets partner with someone that is. Details matter! And make sure you...

- 1 Use a checklist, it insures you don't miss a thing.
- 2 Create a consistent, repeatable process! Once you've got this down, create your own customized checklist. Makes future planning that much easier!
- 3 Order early, if you're ordering anything customized keep tabs on the progress.
- 4 When selecting a date pay attention to national & religious holidays, spring breaks, etc.
- 5 Everything takes longer than expected, budget 1 ½ times for everything. If you think it will take an hour, plan for 2 ½ hours. On that note...
- 6 Plan early, time flies! Can't stress this one enough. Especially when it comes to booking venues. Popular restaurants book quickly.
- 7 Visit the event space and become BFFs with the manager. Select a few venues and restaurants and use them for a majority of your events. It makes future prep and planning so much easier.
- 8 When signing a contract for the event space, be mindful of room rental fees. It's recommended to use venues without, but if you love the space remember everything is negotiable.
- 9 Social media is key, make sure you're prepared to take photos or hire someone to, this is a must!
- 10 Create a focal point for your events or parties with a step & repeat banner, backdrop banner or press wall. These banners are printed with a repeating pattern such that brand logos or emblems are visible in photographs or selfies of the individuals standing in front of them. Step & repeat banners are common fixtures of red carpet or fashion events where guests will step up, take a picture and then the next set of guests steps up and the process is repeated, hence the term step and repeat. A Step & Repeat is a must for a Fashion & Finance event!

PRO TIP: When ordering a step & repeat banner there are generally two sizes to consider, 8' x 8' is perfect to accommodate 1-4 people, while 10' x 8' is slightly larger for bigger groups. I would recommend the 10' x 8'. Go big or go home!


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Notes



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Laura Virili has always been a connector.

While other seven year-olds were playing with dolls, she was introducing hers to dolls across the street and across town.

Today, Laura is a leading social media influencer, speaker, and private coach. In demand and ahead of the curve when it comes to leveraging LinkedIn and other “platforms for professionals,” Laura is a featured speaker at large industry conferences nationwide where she delivers presentations that are both educational and engaging. She coaches financial advisors, attorneys, accountants and other professionals on the most relevant platforms for their profession – then continuously leverage their power and potential, step-by-step – to drive results. Ultimately, she enjoys helping people connect the dots and reach that a-ha moment of clarity.

With over two decades of experience in the financial services industry, Laura has had the opportunity to manage and direct various firm initiatives supporting marketing, training and communications within Global Wealth and Investment Management, working side-by-side with advisors, teams, and branch managers.

She is often asked by leading industry organizations such as NYSSA, Financial Planning Association (FPA), Institutional Investor, American College for Financial Planning as well as business analyst Jill Schlesinger (“Jill on Money”), to share her latest insight and strategies.

Laura is a graduate of Rider University where she received a Bachelor of Science in Business Administration. A lifelong student and educator, Laura enjoys educating and empowering girls through financial literacy.

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