

# Step-by-Step planning for your Tinnitus Community Seminar

## Preparation, Promotion, and Execution

**signia**

Life sounds brilliant.

Now is the time to put your enhanced Tinnitus knowledge to use and educate your patients and your community. Here are some helpful steps to follow as you work your way to your event.

### 1. Scheduling

- a. Work with your Sales Representative to select an open date and reserve a Signia Training Team member at your event. (allow 12 weeks lead time for scheduling). Offering two time periods in the same day can improve your reach to patients (i.e., 11:00 am and 6:00 pm). Be sure to note all times in your initial request so the trainer can be made available.

**Tip:** Events in the middle of week tend to work best.

- b. Purchase stock instruments to demo/sell during event (allow 3 weeks for delivery). Signia has created an event order form for your convenience (your representative will send this to you after you book your event). This will ensure that you have various models and supplies to demonstrate during the event. Additional accessories are also included in each open house order at no cost to you and can be used as part of your promotion, such as "purchase now and receive a free accessory...".

### 2. Select audience

Ask yourself the following:

- a. Are you looking to engage existing patients suffering from Tinnitus and upsell them into new technology?

**Tip:** Database mailings tend to have the most reliable and predictable responses since you already have a relationship with the recipient. Including your database when promoting an event is always a good idea!

**Note:** An up-to-date, accurate account database is essential to any customer outreach - including email address. If you do not already log which patients are suffering from Tinnitus, now is a good time to start. This will allow you to offer more customized messaging and support in the future.

- b. Are you looking to gain new patients and grow your business?

**Tip:** Using a list provider to perform a demographic search to bring in new patients is a great idea, and remember that you can adjust filters such as income, age, homeowners, radius, etc. to select the proper audience for your messaging.

**Note:** Have individuals who attend fill out a new patient form to obtain email address, mailing address, phone, and other basic information.

You may answer YES to both, or only one, but you should always determine who your audience is before you move forward with planning, as this will be a key item in future steps.

#### Facts on tinnitus

- 1 in 10 people suffer from Tinnitus
- 60% of tinnitus sufferers have Tonal Tinnitus
- Over 90% of people with Tinnitus are also affected by hearing impairment
- Signia Notch Therapy is clinically proven\* to reduce the annoyance of Tonal Tinnitus.
- Sound therapy options are available throughout the entire Signia primax product line.

Hearing  
Systems

**SIEMENS**

### 3. Promote Event

Now is the time to spread the word. Based on experience, leveraging the following items works best:

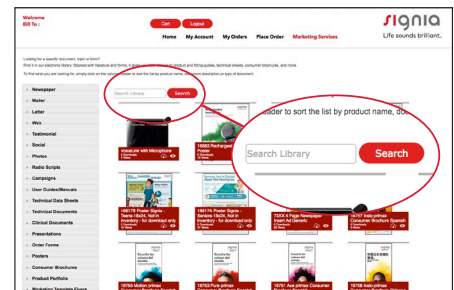
- Database Letters / Emails
- Website / Social Media
- Direct Mail
- NP advertising

Here is a suggested outreach plan:

Marketing Tactic	4 weeks out	3 weeks out	2 weeks out	1 week out
Patient Database letter / email	X			
Physician Database letter	X			
Newspaper ad ½ page		X		X
Newspaper ad full page	X			
Newspaper 4-page insert			X	
Direct mail - Ticket		X		
Web Banner	X	X	X	X
Social Media (Facebook posts, Twitter)	X	X	X	X

Depending on your marketing approach, you may want to develop a strategy that works for you. Visit MySigniaUSA.com to download the Signia **Annual Marketing Calendar Template** to better organize ad strategize monthly, quarterly and annual campaigns and costs.

You can also locate Tinnitus Community Seminar Templates on MySigniausa.com. To access these resrouces, log-in to MySignia and select "Marketing Services" from the top right and click on "Signia Library." Then use the "Search Library" section to search by name, such as "Tinnitus" or code, such as "17643". See samples of marketing templates and their individual codes below. Contact your Signia Marketing Specialist for template customization.



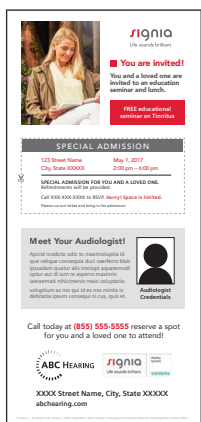
In the mySignia Library, under Marketing Services, type the template number in the search box and hit "Search".

### Explore the options...

Database Letters / Emails - A letter or email is considered to be a more personal form of communication and is a great way to introduce your event.

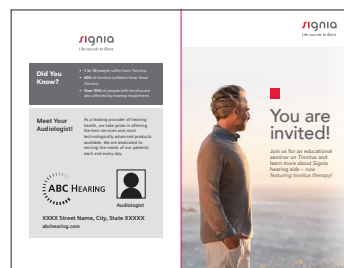
**Tip:** Hand-write name at the top of letter, signature at bottom, and address on envelope if possible. Use real first-class postage stamp (no bulk mail and no metered postage).

**Newspaper** - Work with your local publications to check all available options and pricing. Be sure to ask about date and placement options that will maximize your visibility.



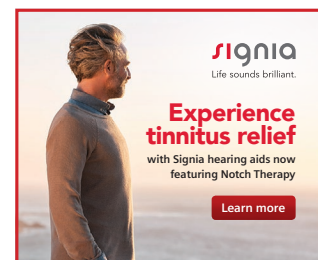
17643A - Tinnitus seminar newspaper ad

**Direct Mail** - Event invitations mailed in a colorful envelope seem to get the best response. Including a "Ticket" for the recipient and one guest has been most successful.



17643B - Tinnitus seminar postcard

**Web / Social Media** - If you do not already leverage your website and social media for special events and promotions - now is a great time to start! Update your website and social media to include a mention of the event - Web banners and ad buttons are available for customization.



17643C - Tinnitus seminar social media/website banner

Other templates available on mySignia - search under "17643".

## Mailing Recommendations

If you are targeting new customers:

- a. Work with a vendor to purchase a contact list of approximately 5,000 (on average, a list size of this count delivers a satisfactory attendance).
- b. Select the demographics based on your office(s) location and messaging.

**Note:** You can work with your own company to source a list or contact our preferred vendor, see below, for special pricing options. Consider geo-targeting to map out a radius near your location.

## 5. Prepare staff

Get your entire staff aligned so everyone has the same message prior to any advertising and mailings going live.

- a. For RSVPs, be sure to track calls and appointments tied to the promotions to link to offers available and measure ROI.
- b. Encourage third-party (spouse or other family member) to attend with patient.
- c. Place reminder calls 24-hours before event.

## 6. Day of Checklist

- a. Put out refreshments and appropriate literature.

**TIP:** Be sure to place any orders for material and POS needed for the event 3-weeks prior to the event date. Contact your inside sales rep to place any orders.

- b. Track attendance with a sign-in sheet.
- c. Leave time for a Q&A with the trainer, and set up next appointment (approximately 1-week from this date).

## 7. Follow up

- a. Send hand written thank you note for each patient who attends, whether they purchase or not.
- b. Call all no-shows and tested-not-sold patients and log feedback.

### Preferred vendors:

#### Americo Direct

Phone: (800) 584 0198

Fax: (813) 805 2304

[www.AmericoDirect.net](http://www.AmericoDirect.net)

Great source for:

- Lead lists
- Direct mail design
- Direct mail distribution

#### Crescendo

Phone: (925) 939-1800

[www.crescendoagency.com](http://www.crescendoagency.com)

Great source for:

- Website design
- Social media support
- Commercials and videos