



Open day guide

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Why host an open day?

Hosting an open day is a great way to boost sales and build brand awareness with new and existing clients. A well-planned event can help you understand client needs and raise the profile of your business.

Unitron open days also provide your clients with an opportunity to ask questions, examine products and experience the benefits of Unitron to meet their specific listening needs.

Below are some ways Unitron can assist you to ensure your open day is a success, generating positive activity for your clinic.

Open day promotional support

- Work with you on a sales promotion to support your open day.
- Design your marketing collateral to promote the event, including invitation, website banner and social media post.
- Provide Unitron marketing collateral including brochures, posters and point of sale materials.
- Provide assistance with additional fun open day options, including decorations and props to bring the Unitron theme to your clinic.
- Loan items for the day: Additional trial instruments and Unitron pull-up banners.

Your Unitron sales representative will be present on the day (if possible) or available by request.

The following guide provides step by instructions to help you plan your open day. To get started, contact your Unitron sales representative.

How to plan a successful open day

Successful events require great preparation and planning. The Unitron marketing and clinical team can assist you with planning and promoting your open day based on their extensive experience.





1. Establish the date

- Contact your Unitron representative with your preferred event date/s.
- Ensure your clinical and administrative staff are available on the selected date/s.
- Prepare an appointment schedule.



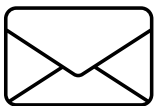
2. Promote the event

- Talk about the upcoming open day during client visits.
- Invite clients from your database by phone or send a letter by mail or email.
- Have posters or other promotional marketing material in your waiting room or at a local business (medical centres, post offices, pharmacies, community clubs, etc.)
- Place an advertisement in the local or community newspaper.
- Use your social media channels, like Facebook, to announce the date. Boost the post to relevant demographics to ensure the right people see your post.
- Put a banner on your website.
- The Unitron Marketing team can assist with the design of promotional materials for the event.



3. Be prepared

- Order your marketing support material including brochures, posters and point of sale materials via our [Unitron marketing tool kit](#). For additional/ general marketing materials required, please contact our team.
- Go through your plans for the day step-by-step in detail, so that you don't miss any preparations that need to be made.
- Ensure staff have a plan for how to welcome clients as they arrive; consider offering snacks or refreshments for visitors while they wait.
- Since your open day will be appointment-based, you will have the details of those who are planning to attend; keep these details on file for follow up after the event.
- Ensure your Unitron trial devices are fully charged.



4. Follow up on your invitation list

- Resend invitations via email to those who haven't responded, or personally call to invite them (particularly those clients who are due for an upgrade).
- It is important to confirm all bookings 2-3 days prior to the event.



5. Unitron open day agenda, per client

- Welcome client to the open day. Ask them to complete a needs assessment questionnaire, unless you have this information already. Offer refreshments (optional).
- Conduct screening test and determine client goals.
- Fit the trial hearing aid.
- Demonstrate Unitron's features based on the needs expressed by the client.
- Client may trial the hearing aid at a local coffee shop for a short period of time; alternatively offer an at-home trial.
- Schedule a follow-up appointment to review success of the hearing aid trial.



6. Post-event follow-up

- It is highly recommended that you follow up with your clients via phone or email after the open day, to maintain momentum and address any issues which may prevent purchase.

Open day templates

Email template



Invitation

Unitron Open Day

<Date>

Dear <Client name>,

Love the experience with Unitron at <Clinic name>



We believe the world would be a better place if people felt really good about the entire hearing care experience. That's why we focus on empowering people with smart hearing solutions.

Recently, a new hearing aid has been introduced which features easy personalisation, made-for-all connectivity and sleek new styles, you can offer life-enhancing hearing solutions that are ready for anything.

We would like to invite you to our COVID-friendly open day on <date> at <location> to introduce you to Unitron. Over the next few weeks, we will be opening up a limited number of appointments to allow you to love the experience obligation-free. All appointments on the day will be eligible for special offers.

Call or email us today to schedule your open day appointment.

<Phone>

<Email>

E-mail is a cost-effective and engaging way to inform your clients when you will be hosting an open day. Responses can be easily tracked to know how many people will attend the event.

An open day email template is available for you to customise.

Clinic invitation letter

Clinic logo

Dear <Client Name>

We would like to invite you to our COVID-friendly open days on <dates> at <location> to introduce you to Unitron. Over the next few weeks, we will be opening up a limited number of appointments to allow you to love the experience **obligation-free**.

All appointments on the day will be eligible for **5% discount on our standard retail pricing and will also receive a FREE TV connector**.

We believe the world would be a better place if people felt really good about the entire hearing care experience. That's why we focus on empowering people with smart hearing solutions.

Features include:

- Powered by Sonova's technology with a focus on quality of sound and quality of life
- Personalised digital solutions
- Universal connectivity to iOS®, Android™ and just about any Bluetooth device, including smartphones, smart TVs and more
- Tap Control™ for easy access to Bluetooth functions
- Powerful rechargeable battery*

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I look forward to seeing you in the clinic to try Unitron's latest products.

Call us today to schedule your open day appointment.

* These features are only available in our latest platforms.

Sincerely,

<Clinician details>

Clinic name
Address
Website

iOS is a trademark of Cisco Technology, Inc.
Android is a trademark of Google LLC.
The Bluetooth® word mark and logo are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Sonova AG is under license.

An invitation letter adds a personal touch to your interaction with clients and informs them about your open day.

A clinic open day invitation letter template is available for you to customise.

Other available templates:

Clinic poster

A4 sign

Pull-up banner

Postcard

DL flyer

Website banner

Social post

Please advise isabella.hey@unitron.com you would like Unitron to customise any of the templates for you.



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At Unitron, we empower people with life-enhancing hearing experiences that fit seamlessly into their world. Our sound performance technology, experience innovations, and intuitive design work perfectly together for unmatched personalisation and optimisation. Because everyone deserves to **Love the experience.**[™]

unitron.com/nz

