



# Smile 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 step 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

2. Promote the event

3. Be prepared

4. Follow up on your invitation list

5. Unitron open day agenda, per client

6. Post-event follow-up



## 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 the [marketing 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.
- We have email templates available for download in our [Unitron marketing tool kit](#).

# Open day templates

## Invitation



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 invitation email template is available for you to customise.

## Social post



Posting about your open day on social media is a cost-effective and impactful way to reach your followers and engage with the local community. Social platforms allow for broad visibility, real-time updates, and targeted promotion to attract the right audience. Interactive features like event pages or countdowns can generate excitement, while comments and shares help spread the word. Promoting your event builds trust by showcasing your accessibility and commitment to the community, driving increased footfall and introducing new people to your services. A well-crafted post with engaging visuals and clear details can significantly boost attendance and awareness.



## Other available templates:

Clinic poster

A4 sign

Pull-up banner

Postcard

DL flyer

Website banner

Please advise [nikki.ozeken@sonova.com](mailto:nikki.ozeken@sonova.com) if 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.**<sup>™</sup>

[unitron.com/au](https://unitron.com/au)

