

OPTAVIA®

Singapore OPTAVIA Community Together

Analysis

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Overview

The Field Training and APAC Teams collaborated with Field Leaders via a workgroup to host an event in Singapore for our Singaporean Coaches, Clients, and Candidates.

- Objectives
  - Spread awareness about **OPTA**VIA
  - Engage the Client and Coach Community
  - Network and train Coaches
  - Promote growth in APAC from U.S. Leaders
  - Client acquisition and Coach sponsorship

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Summary of Event

- The event was held in a shared workspace where the **OPTA**VIA Singapore office is located. It spanned 3 days- December 8th, 9th, and 10th. Roughly 65 (exact number TBD) Singaporean Coaches, Clients, and Candidates attended over the 3-day event.

- On December 8th and 9th, we hosted hour and a half long sessions in the evenings featuring inspiring stories, introductions to the four components, and a deep dive into the Habits of Health.

- December 10th featured Coach training and included panels, social media training, how to overcome objections, and Client acquisition.

- Three U.S. Leaders joined us in Singapore for the event. We also featured Singaporean Coaches and Clients to share their stories as well as train alongside the U.S. Leaders.

- On the evening of December 10th, we had a qualifying dinner. Three Singaporean Coaches were invited based on their ordering Client's history the previous month as well as the number of people they invited who attended the event.

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Attendance Across the 3 days

Registration on Eventbrite VS Attendance			
	Dec 8 Thurs	**Dec 9 Fri**	**Dec 10 Sat**
Registered Coach	11	12	17
Attended Coach	8	10	15
Registered Client	3	4	8
Attended Client	2 (1 onsite reg)	3	11 (3 onsite reg)
Registered Candidate	6	9	4
Attended Candidate	3	7 (3 onsite reg)	5 (4 onsite reg)
Registered Total	**20**	**25**	**29**
Attended Total	**13**	**20**	**31**
Attendance Rate	**65%**	**80%**	**107%**

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Successes

- We successfully held the event without any major incidents.
- We had the opportunity for collaboration with the APAC Team as well as U.S. Field Leaders, despite different locations and time differences.
  - The agenda topics were driven by feedback from the workgroup
- We empowered Singaporean Coaches to share their inspiring stories.
- We strengthened the **OPTA**VIA Community in Singapore
- The qualifying dinner was a great way to build trust and have great conversations with our top Singaporean Coaches.
- Singaporean Coaches and Clients presented with U.S. Leaders during almost every session.



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Response Rate and Net Promoter Score

		Dec 8 Thurs	Dec 9 Fri	Dec 10 Sat
No of Attendants		13	20	31
No of Respondents to the Survey		11 (85%)	12 (60%)	7 (23%)
NPS				
	Promoter	18%	42%	33%
	Passive	73%	50%	50%
	Detractor	9%	8%	17%

Overall scores and feedback were generally positive

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Learnings

- It would have been beneficial to hold a full rehearsal, as our Singaporean Coaches are still developing their presentation skills. This also would have helped with transitions between sessions, which felt a bit unorganized.

- The shared workspace where the event was held was not ideal.

- Although we had over 450 responses to our event on Facebook, that number did not accurately represent the number of people who attended. Thus, Eventbright registration is still preferred, and we must work harder on effectively promoting our events page in the future



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Positive feedback and suggestions for improvement

Positive Feedback	Suggestions for Improvement
• Sharing of transformation stories and personal journey • The 4 Elements of Lifebook • Meeting with fellow coaches, leaders from US and the corporate team • The community energy • The program, the system to bring effective changes and transformation • Social Media training	• Show photos of transformation • More interactive, with Q&A • Expect new training topics • Hope to have vegan friendly Fuelings

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Most Useful Training Topics on December 10th



Number 1

- Having Conversations
- Mindset, Awakening, and Dreaming

Number 2

- Social Media
- Overcoming Objections

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Slide 10

NJ0 Could someone please add the APAC 2023-24 Compass to this deck?
Nicholas Johnson, 2022-12-28T19:11:37.006